

Sales Management

THE MAGAZINE OF MARKETING



How Today's Advertisers
Rate Point-of-Purchase . . .

- Why P-o-P Plays
40% Larger Part in Plans

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- Independent Bottlers Find
Co-op P-o-P Potent

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"Give Us More P-o-P"

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A
BILL
BROTHERS
PUBLICATION

FIFTY CENTS

APRIL • 15 • 1953



Hold It!

To get attention
and to hold it calls
for showmanship,
for character and
human understanding.

In motion pictures,
slidefilms and
art, chart or graphics,
the necessities
are developed only
through long
professional experience.

The
JAM HANDY
Organization

To Get Understanding

VISUALIZATIONS • PRESENTATIONS • LIVE SHOWS • MOTION PICTURES • SLIDEFILMS • TRAINING ASSISTANCE

NEW YORK 19 WASHINGTON 6, D.C. PITTSBURGH 22 DETROIT 11 DAYTON 2 CHICAGO 1 HOLLYWOOD 28
1775 Broadway 1730 H Street, N.W. 930-932 Penn Ave. 2821 E. Grand Blvd. 310 Talbott Bldg. 230 N. Michigan Ave. 5746 Sunset Blvd.

ARE YOU IN STEP WITH NEW YORK'S *New Buying Team?*



Next time you visit a supermarket or department store, especially on Saturday or during one of its night openings, take a good long look at the customers. See how many "couples" there are in the crowd!

This increasingly familiar husband and wife shopping team is a significant part of New York's changing retail scene, a trend that you can turn into added profits if you sell them as they buy . . . when they're together.

And they're together when they read the Journal-American! Every evening the

Journal-American is carried home to every member of the family in New York's largest evening audience . . . 112,000 families more than the second evening paper; 264,000 more than the third.

Get in step with New York's new buying team! To pre-sell your brand name more effectively in America's most sales-rewarding market, send it home with the home-going Journal-American.

Journal NEW YORK American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY
HEARST ADVERTISING SERVICE

APRIL 15, 1953



want to take a close look at industrial buying-action?

If you're interested in selling to industry, you'll be interested in N.E.D.'s just completed study of Essex County, New Jersey.

Because ESSEX is typical of hundreds of important industrial counties throughout America, we took it apart to "see what made it tick." This study gives you the information you need to evaluate ESSEX County's importance as a market... and then to determine how effectively N.E.D. can help you sell in that market.

Penetrating studies show how N.E.D. is used in important plants... who reads it and why... and the effect it has on actual purchases.

If you haven't read the Essex County report, drop us a line. We'll be glad to see that your copy is mailed immediately.

- 66,699 COPIES (Total Distribution)
- 200,000 READERS
- in 40,209 PLANTS

A PENTON PUBLICATION

1213 West Third Street
Cleveland 13, Ohio

ECA

NBP

**NEW
EQUIPMENT
DIGEST**

Sales Management

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ADVERTISING

How Local vs. National Ad Rates May Cause You FTC Trouble

Now you can grant the same co-op ad percentage to each buyer, but the FTC may rule that you must concern yourself with the price actually paid by each retailer for space. Evidence is being taken on the Big Three soap companies.

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Local bottlers were losing rapidly to national brands. Then some of them formed Carbonated Beverage Institute, and pooled brains and dollars in potent p-o-p efforts. Now, across USA, CBI seal means quality and new demand. 88

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10,384 Advertisers 38,942 Advertisements

Thomas Register for
1953 went to press
with this record.

● 93.4% renewal by the 9,956 advertisers in the 1952 Edition, coupled with hundreds of unsought testimonials attest to profitable T. R. advertising for diversified U. S. Industry.

Thomas Register produces Sales Leads, not mere inquiries. T. R. is not read for editorial content — it is consulted When Buying is Contemplated.

The Only Paid Circulation
in the field —
ABC 96% Paid

THOMAS REGISTER

461 EIGHTH AVENUE — NEW YORK 1, N. Y.



17% MORE*

for the SALES REGISTER

in the

Troy City Zone



This is made possible by:

- Steady work in 200 diversified industries.
- Employment was up 11.5% in 1952 over 1951.
- Urban building construction (home and industrial) ranks with the highest in the state so far in 1953.

* Surveys show spending here is 17% above U.S. aver.

THE RECORD NEWSPAPERS

- THE TROY RECORD •
 - THE TIMES RECORD •
- TROY, N. Y.



EXECUTIVE OFFICES, 386 Fourth Avenue,
New York 16, N. Y. Lexington 2-1760

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ASSOC. MANAGING EDITOR.....John H. Caldwell
SPECIAL FEATURE EDITOR.....Lawrence M. Hughes
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Aileen Weisburgh, Florence Baldassarre
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READERS' SERVICE BUREAU.....H. M. Howard
LIBRARIAN.....Mary Lou Martin

ADVERTISING SALES

SALES MANAGER.....John W. Hartman
SALES PROM. MGR.....Christopher Anderson
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PRODUCTION MANAGER.....Nancy Buckley
ASS'T. PROD. MGR.....Ellen Knauff
FIELD MANAGERS

NEW YORK 16, N.Y. (386 Fourth Avenue;
Lexington 2-1760): Merrill V. Reed, W. E.
Dunsby, Wm. McClenaghan.

CHICAGO 1, ILL. (333 N. Michigan Avenue;
State 2-1266): C. E. Lovejoy, Jr., W. J.
Carmichael.

SANTA BARBARA, CALIF. (15 East de la
Guerra, P. O. Box 419, Santa Barbara
93102): Warwick S. Carpenter.

SUBSCRIPTIONS

DIRECTOR.....R. E. Smallwood
SUBSCRIPTION MANAGER.....C. V. Kohl
\$8.00 a year; Canada, \$9.00; Foreign \$10.00

SALES MEETINGS

(quarterly, Part II of SALES MANAGEMENT);
editorial and production offices: 1200 Land Title
Bldg., Philadelphia 10, Pa.

OFFICERS

PRESIDENT AND PUBLISHER.....Raymond Bill
GENERAL MANAGER.....Philip Salisbury
SALES MANAGER.....John W. Hartman
TREASURER.....Edward Lyman Bill
VICE-PRESIDENTS.....C. E. Lovejoy, Jr.,
Merrill V. Reed, W. E. Dunsby, R. E. Smallwood

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Member



April 15, 1953

Volume 70

No. 8

MEDIA RECORDS

LEADERS IN ADVERTISING IN THE U. S.—1952

TOTAL ADVERTISING	LINAGE
*1. The Milwaukee Journal.....	49,457,702
2. Chicago Tribune.....	47,632,116
3. Los Angeles Times.....	45,849,407
4. Washington Star.....	42,494,020
5. New York Times.....	41,721,343

* The Milwaukee Journal also published the largest volume of National Grocery Advertising of any newspaper in the nation—1,719,816 lines.

MEDIA RECORDS

AMERICA'S LEADING NEWSPAPER IN TOTAL ADVERTISING IS ALSO

The Leader in National Grocery Advertising

National grocery advertisers again picked The Milwaukee Journal as the top newspaper buy in the nation in 1952—because it offers an ideal combination of values for food advertisers.



Food Industry Awards for Finest Food Pages



Food news is big news in The Milwaukee Journal every day—and it is served in a setting of appetite-appealing, natural color food illustrations unmatched in any other newspaper in the land. The separate section of 16 to 20 pages on Thursdays is a "who's who" of national grocery advertisers. And the fresh, timely food news and features have won both the industry's "Vesta Award" and "Distinguished Service Award" for the best food pages in the nation, and "for outstanding and colorful presentation of food news."

Powerful Selling Support from Retail Food Advertisers—National grocery advertisers in The Milwaukee Journal are supported by advertisements of 26 aggressive retail food organizations which dominate the business in the Milwaukee metropolitan area. These retail food advertisers used 1,502,758 lines in The Milwaukee Journal in 1952.

Color Adds Selling Punch at Low Cost in The Journal—The Milwaukee Journal has always published far more newsprint color advertising than any other newspaper in the nation. We can adapt your 4-color magazine plates to newspaper use with dramatic effect—at a fraction of original plate costs.

Journal Reaches 92% of All Food Buyers—In this top-ranking food market you can do a thorough selling job covering 92% of all homes in the metropolitan area with The Milwaukee Journal alone. The low single cost and complete coverage makes Milwaukee a favorite test market.

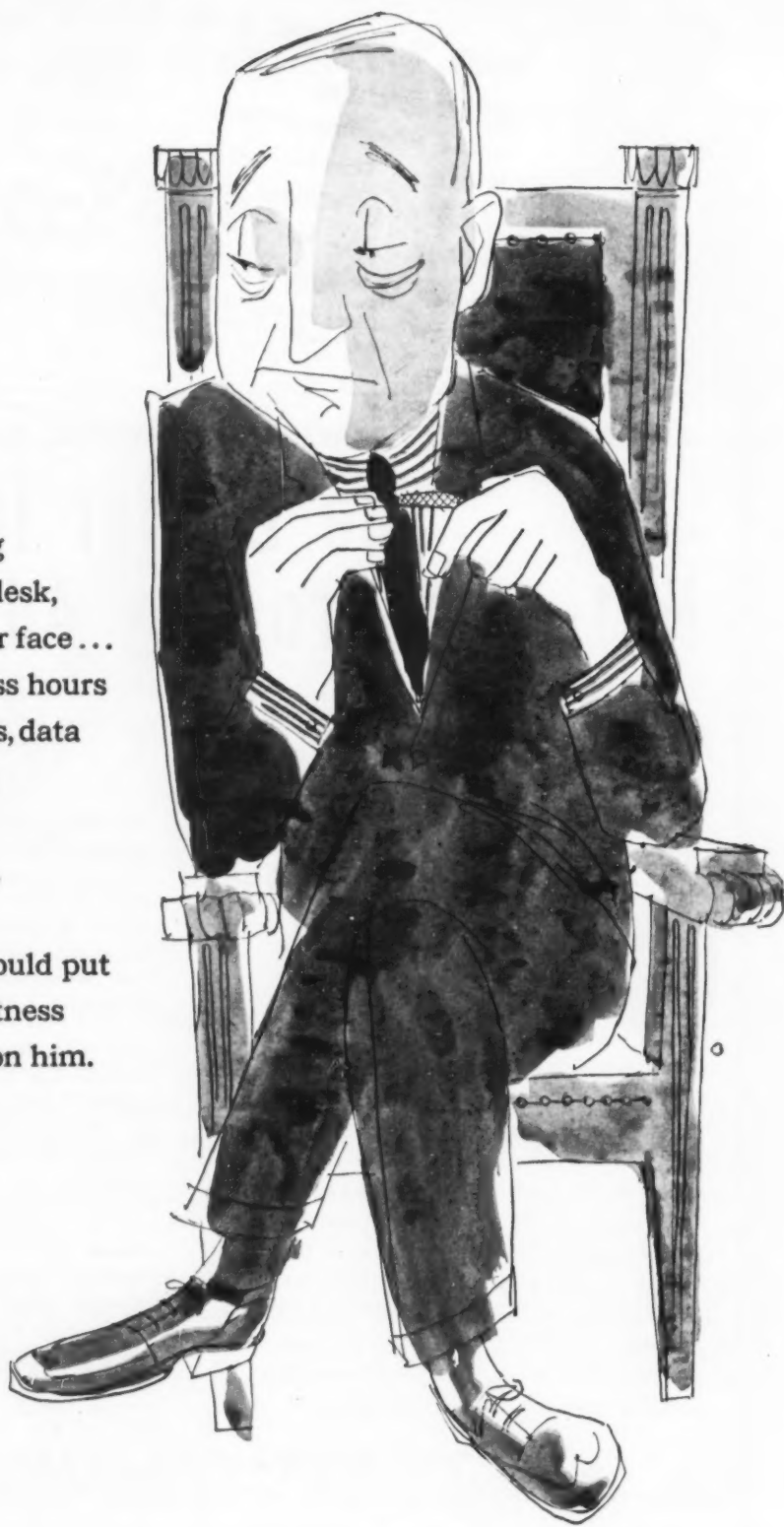
THE MILWAUKEE JOURNAL

Represented by O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles

Suppose instead of having
salesmen lean over your desk,
breathing Sen Sen in your face ...
Suppose instead of endless hours
of staring at charts, graphs, data
sheets, research reports,
readership studies,
lantern slides, etcetera ...

Suppose ...

Well, just suppose you could put
each salesman in the witness
box, and put the screws on him.
Like this ...



Is it true that Nation's Business is a "give away" from the U. S. Chamber of Commerce?

No. 91% of NB's circulation is paid, and by non-chamber members.

How much does a subscription cost?

\$18 for three years.

Do you have any cut rates, short term offers or premiums?

No. \$18 for three years. No less dollars. No less time.

What about the 9% of your readers who do not subscribe?

They get Nation's Business as a part of the dues their firms pay to the United States Chamber.

What is your total ABC circulation?

807,099—June 1952 ABC average.

Do you publish a renewal rate?

59% of these businessmen renew their subscriptions. So far as we know we are the only management magazine that does publish this revealing statistic.

Who are these subscribers?

Businessmen of all kinds—manufacturers, retailers, utilities, transportation, etc.

so you won't talk, hey?

How many of them are executives?

94.2% are administrative or operating executives—760,287 executives.

How does this compare with other general business or news publications?

Time—37.1%. Newsweek—44.7%. U.S. News—65.5%. Business Week—82.4%. Fortune—85.5%. These are their own figures.

On the basis of executive circulation what is NB's cost per page per M?

\$4.34, low man on the totem pole.

How does this compare with other magazines?

High man is \$15.62. That will give you the spread. Nearest neighbor—\$8.69, just about double.

How big a dent does NB actually make in the business market?

A 12-page schedule in Nation's Business will deliver 9,600,000 mass sales impressions to businessmen.

mass coverage of business management



nation's business

A GENERAL MAGAZINE FOR BUSINESSMEN • WASHINGTON 6, D. C.

It's good Business to "put it on tape"

Busy executives are learning the value of keeping permanent records on Soundcraft Magnetic Recording Tape. Important conferences, sales training talks, speeches by absentee officials — these and many more can be recorded with ease, played back any time, any place.

Tape recording is an integral part of modern business. Soundcraft Magnetic Recording Tape assures you of the utmost in durability and fidelity.

**Convenient Way to
File, Store Reels**

SOUNDCRAFT TAPE-CHEST*



Save time, save space — with the Soundcraft Tape-Chest. Compact five-drawer unit lets you pick the reel you want at a glance. Keeps reels in one place, safely, neatly. The Tape-Chest is yours at no extra cost with the purchase of five reels of Soundcraft Tape.

For information on Soundcraft Magnetic Recording Tape, write:

**REEVES
SOUNDCRAFT
CORP.**

Dept. C,
10 East 52nd Street,
N. Y. 22, N. Y.



*T.M.R.S.

The Human Side

Pie In The Sky

Nowadays toys for the kids just have to be jet-propelled—nothing else will satisfy the little dears. And, because of this, sales of futuristic plastic toys are skyrocketing to multi-million-dollar altitudes.

Dix Tovell, of Pasadena, Cal., twice grabbed the kite by the tail. He's had two big top success cycles, and as a result his U. S. Plastic Co. has doubled its sales volume every month since May, 1949. First it was the more usual plastic toys. These were cheap and easy to manufacture, were bright and could be sold profitably. After making a success in this field Dix moved on to the futuristic toy craze. It's been red-hot since cowboys and shootin' "arons" cooled off for the grade-school set.

This year Tovell's firm broke into the big time with a one-million-dollar sales volume. That's fast company for an organization which started in '45 and didn't get rolling until it clicked with a "Space Patrol" tie-in in '49. The top-rated TV show, Space Patrol, sold Tovell use of its name for the official Space Patrol Rocket Gun which is becoming a standard accessory in junior's wardrobe.

However, success today in the highly competitive toy markets requires more than hitching one's wagon to a star. For U. S. Plastic it has meant shrewd market research and product development of its precision-engineered toys, plus a fast-stepping traveling sales organization split into 10 groups.

Who Gets Credit?

A large share of the credit for market development and product testing must go to vivacious Virginia "Joy" Tovell, who has helped her husband nurse their ideas into successes. Mrs. Tovell exhibits a sixth sense in the development and marketing of these plastic toys.

Because she is the mother of two active children and realizes the necessity for the safety factor in toys, she and Dix collaborate on all new toy ideas—testing and re-testing for any dangerous parts which might prove harmful to youngsters. As a result of this foresight, some toys have been rejected entirely even though sales-wise they might have enjoyed a good market, and others have been in research labs for a year before they were perfected to a marketing point.

Because of its exacting policy, USP markets only two new toys a year. This limitation assures the company a measurable sales success. Mrs. Tovell constantly searches for and studies American toys of yesteryear; also explores European markets for additional toy success ideas. Her dream is to create a public toy museum of playthings.

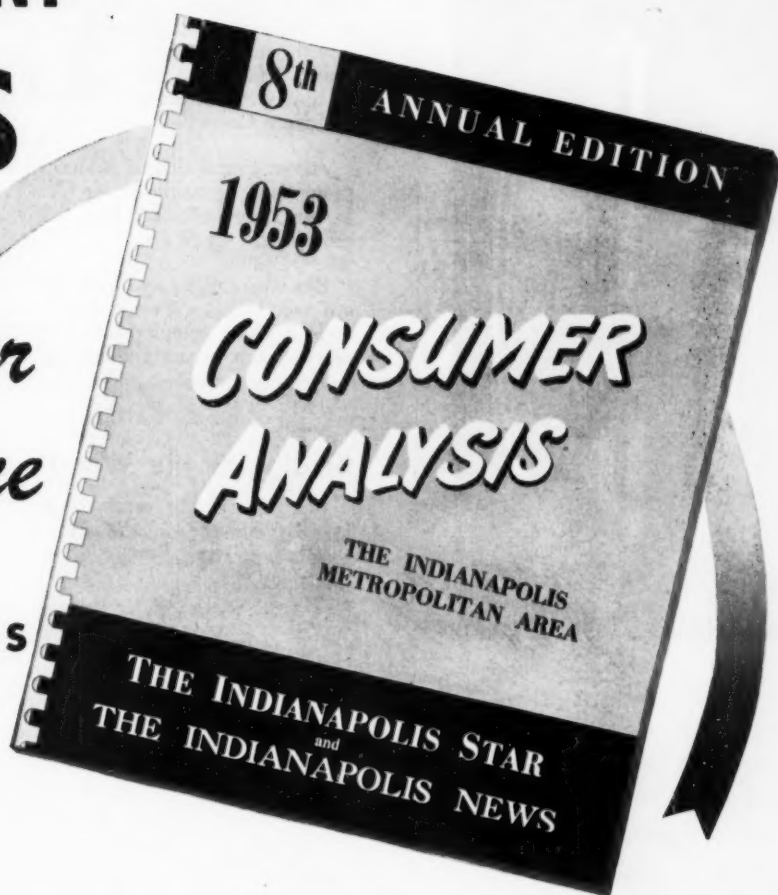
Sales of Tovell toys are channeled principally through jobbers, chains and a few large department stores. The traveling sales organization totals 25 persons with groups divided into five, three or two-person sales combinations.

IF YOU WANT FACTS

ABOUT

*Consumer
Preference*

IN
INDIANAPOLIS



Send for Your Consumer Analysis Today!

You'll find the 8th Annual Consumer Analysis for the Indianapolis Metropolitan Area a gold mine of information for effective sales and advertising planning in this great market. Compiled and published by The Indianapolis Star and The Indianapolis News, it contains the latest record of consumer preferences and buying habits for approximately 250 product classifications, conveniently arranged in sections on

foods, soaps and cleansers, toiletries and cosmetics, beverages, automotive, appliances, market data and general. Whatever tools you need for working that rich Indianapolis ore are available from The Star and The News . . . including saturation coverage for your advertising. Write for full details and your copy of the new 1953 Consumer Analysis.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS STAR
YOUR FIRST TEAM FOR SALES IN INDIANA
THE INDIANAPOLIS NEWS



APRIL 15, 1953



means

See

FREE & PETERS

for availabilities

on

WESTINGHOUSE

Radio Stations

.. home of

advertising values

in six great market-areas!

WBZ	Boston
WBZA	Springfield
KYW	Philadelphia
KDKA	Pittsburgh
WOWO	Fort Wayne
KEX	Portland, Ore.
WBZ-TV	Boston

National Representatives, Free & Peters,
except for WBZ-TV, for WBZ-TV,
NBC Spot Sales

In 1947 the company acquired its first toy die, the popular California repeater top which launched the Tovells. Soon they had national distribution and moved into the toy field with their versions of a helicopter and flying saucer. In four short years they've pushed into the select group of the top 10 western toy manufacturers. Their year-old factory is bursting at the seams. Their flying saucer gun rated next to the top toy of the nation in 1952, as judged by the Toy Guidance Council.

Advertising is limited primarily to business publications. But tie-in promotions—a couple of the Tovell futuristic weapons are displayed in the Ralston Rocket Ship which has toured super markets—pay off with the small fry.

But where do you go from space ships? That's what Joy and Dix are wondering. Professional toy-craze-guesser Tovell thinks the cycle is about complete—that the tots who two or three years ago played cowboys and Indians are almost ready to settle down to the world's second oldest game . . . Sssshhh . . . Pirates!

Bird with the Word

Pankee, a little parakeet with a sales-minded vocabulary, has joined the sales promotion staff of Panther Oil & Grease Mfg. Co., Ft. Worth, Tex. Shown here with Dorothy Bobo, secretary to president A. B. (Tony) Canning, Pankee repeats such expressions as "Tony wants orders," "Panther is nice," and "Use the Five Star Plan." The Five Star Plan is a sales program for new men. Pankee even reminds company salesmen to ask for cash-with-order. Says he: "You want to discount this, don't you?"

Panther's waterproofing salesmen follow a routing plan known as the "Zim-Cat Schedule." Pankee advises them to "Get on the Zim-Cat Trail." Lubricant Division salesmen use a route plan known as the "Wagon Wheel Plan." Pankee's advice to them is "Wagon Wheel Pays Off."

In case he gets lost, the little bird has the word for getting home. He says, "Panther Oil & Grease . . . Panther Oil & Grease."



BIRD'S LIFE . . . is lived by Pankee, who gets his seed from Panther Oil & Grease Manufacturing Co., down in Texas. Pankee is a parakeet who speaks of sales for the hand which feeds him. He even knows how to get home when lost. And how to make a sale, too!

going up!

May 1953 advertising pages up
Jan.-May advertising pages up
1952 advertising pages up
1952 advertising revenue up



10TH FLOOR • 488 MADISON AVE., NEW YORK 22

SUCCESSFUL ADVERTISERS KNOW THAT

seventeen sells!

THE ONE BEST WAY TO REACH THE 7,500,000 YOUNG WOMEN IN THEIR TEENS

APRIL 15, 1953

11

Always wanting more

—these millions with BUY on their minds!

THE 3¾-million families who regularly read Better Homes & Gardens are the wantinigest families in America. In fact, they read BH&G well aware that every page will make them want still more.

That is the vital difference between the readers of BH&G and those of the other leading man-woman magazines—a wanting-to-be-sold attitude that all BH&G readers adopt the moment they open the magazine!

How do they get that way? It happens that BH&G confines itself entirely to practical suggestions on how to make daily living more enjoyable. In this way, BH&G creates a buying-climate that permeates the whole book—and adds effectiveness to all the ads.

What an advantage for any advertiser—to present his products to this vast audience that's screened for its BUY-mindedness!

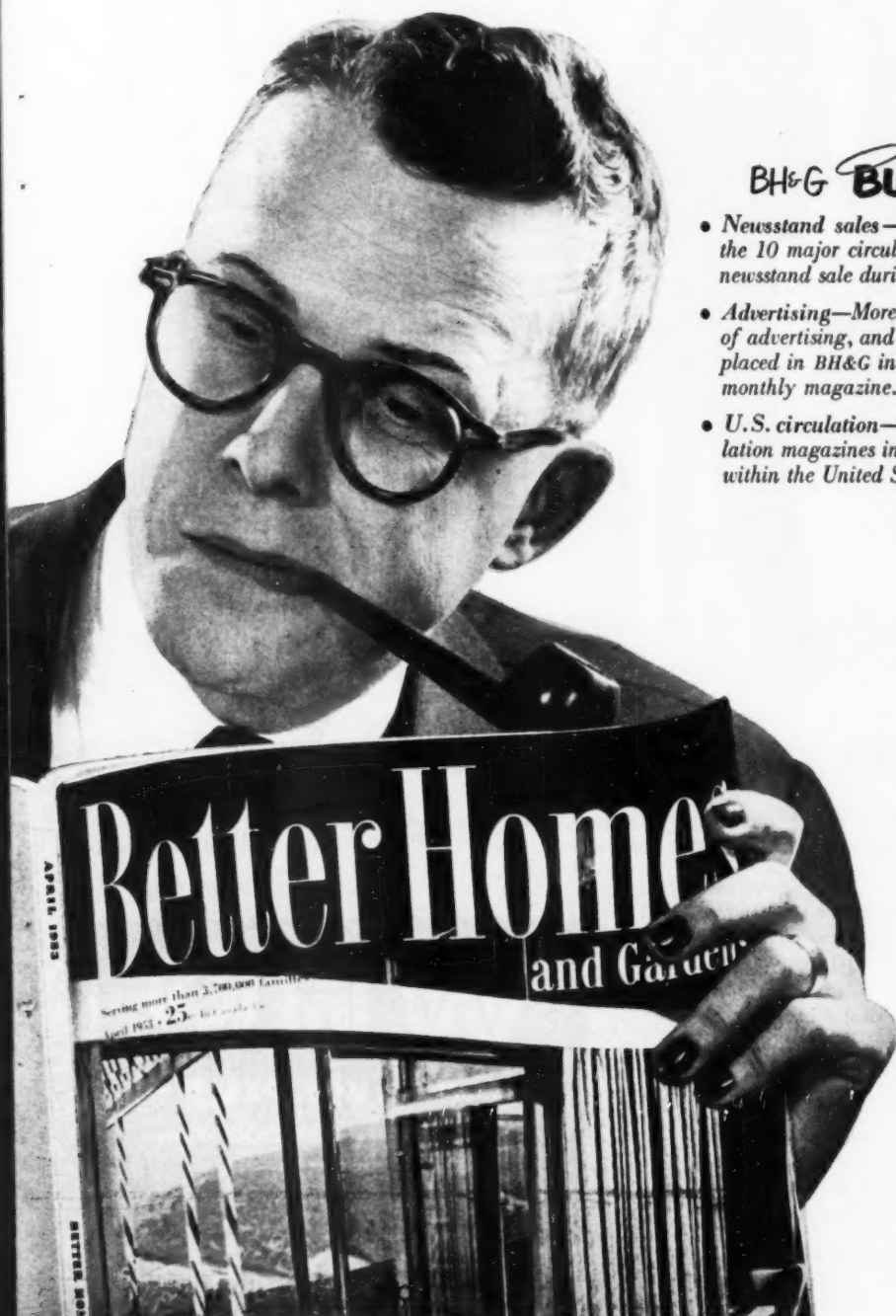


BUY

BH&G **BUY**OLOGICAL BRIEFS

- *Newsstand sales*—BH&G is the only one among the 10 major circulation magazines to hit its peak newsstand sale during 1952.
- *Advertising*—More dollars of advertising, more lines of advertising, and more pages of advertising were placed in BH&G in 1952 than in any other major monthly magazine.
- *U.S. circulation*—BH&G leads the 10 major circulation magazines in the per cent of total circulation within the United States.

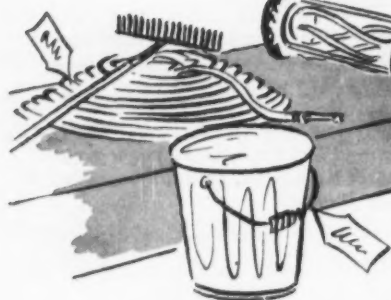
MEREDITH PUBLISHING COMPANY,
Des Moines, Iowa



APRIL 15, 1953



**LOYET
HARDWARE**



RADIOS IN CARS SELL IOWA MEN!

63.7% LISTENED TO THEIR CAR RADIOS TODAY!

"I heard about it in the car, this morning". That's a familiar phrase, anywhere in America — and *more* than familiar in Iowa.

Out here, automobiles are used more than you probably realize. There are no subways or commuter trains in Iowa. More than 58% of all Iowa families own radio-equipped cars. The 1952 Iowa Radio-Television Audience Survey shows that 63.7% of the men stated that they "used the car radio today". Twice as many men "listen most" to Station WHO, than to the next Station.

This is a plus-audience that radio, *and radio alone*, gives you in Iowa. It is an especially good audience because a large part of it hears your message while traveling to the store where your merchandise is sold.

If you have not yet received your copy of the 1952

Survey, write us or ask Free & Peters. Hundreds of advertising men call it *the most valuable book in their data files*.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

SALES MANAGEMENT

COMMENT

Our Dieting Millions

Never before have Americans been so diet-conscious, and the impact is hitting the food industry with a wallop. The wave of interest in weight-control has set millions to counting calories. One large life insurance company estimates that 25 million Americans weigh more than they should. In addition to special diets for weight-control, millions more are on some kind of restricted diet because of diabetes or various allergies. The whole movement has the look of a lasting trend rather than that of a temporary craze.

Sugar-free, or relatively sugar-free, foods produced by canners are growing rapidly. One company now has 41 items in its low-calorie line, including a chocolate and a maple syrup. Canners report that foods packed without salt have at least doubled in the past three years, with another increase due this year. Health food departments in increasing numbers are appearing in food markets and department stores.

Predictions: Not only will this trend continue to have a strong influence on canned and packaged foods of all kinds, but it will bring new copy to labels. In SALES MANAGEMENT's most recent packaging survey ("What Women Like and Dislike about Packages Today, SM, July 15, Aug. 1 and 15, 1951) 48.9% of the women polled asked for vitamin content on packages, and 27% for information on calories per serving. Food manufacturers generally have been slow to provide this information.

Watch SM for a future feature article in which the whole subject of the influence of diet-conscious Americans on food processing and merchandising will be discussed in some detail.

Booming Do-It-Yourself

When makers of do-it-yourself products draw thousands of people to a demonstration show (see page 108) on New York's Park Avenue, you can bet the rest of the country is full of men and women who have become pretty good handy men.

The prewar home-hobbyist with a basement full of tools has become a carpenter, electrician, plumber, mason. His ranks have been swelled by millions of people with the inclination to turn a basement into a game room, to finish the expansion attic into an extra bedroom, to build an outdoor grill. Wives by the thousands are painting interior rooms, and a few hardy souls are painting the exteriors, too.

Full employment and high wages have forced millions of us to do their own work around their apartments, suburban and farm homes. People want to "fix up" and they have the cash to purchase supplies. But even if sufficient labor were available, people probably would not hire it for all of their maintenance, repairs, and many of their improvements. Materials, relatively, are cheap, and labor to apply them, high. Result: birth of the do-it-yourself market.

★ HERE ARE 3 WAYS ★
TO REACH
MILLIONS OF CONSUMERS
IN THE
U.S. ARMED FORCES
all over the world

★

Send for New Market Book—
It's yours for the asking!

ARMY TIMES
AIR FORCE TIMES
(Members: Audit Bureau of Circulations)
NAVY TIMES

Advertising Offices:
WASHINGTON: 3132 M St., N. W.
NEW YORK: 41 East 42nd St.
CHICAGO: 203 N. Wabash Ave.
DETROIT: Guardian Building
LOS ANGELES: 6399 Wilshire Blvd.
SAN FRANCISCO: Monadnock Bldg.
In Philadelphia, represented by R. W.
McCarney, 1015 Chestnut St.
Also: LONDON-FRANKFURT-TOKYO

IN AKRON KAISER- FRAZER'S

consistent ads
in The Beacon
Journal are
reaching . . .

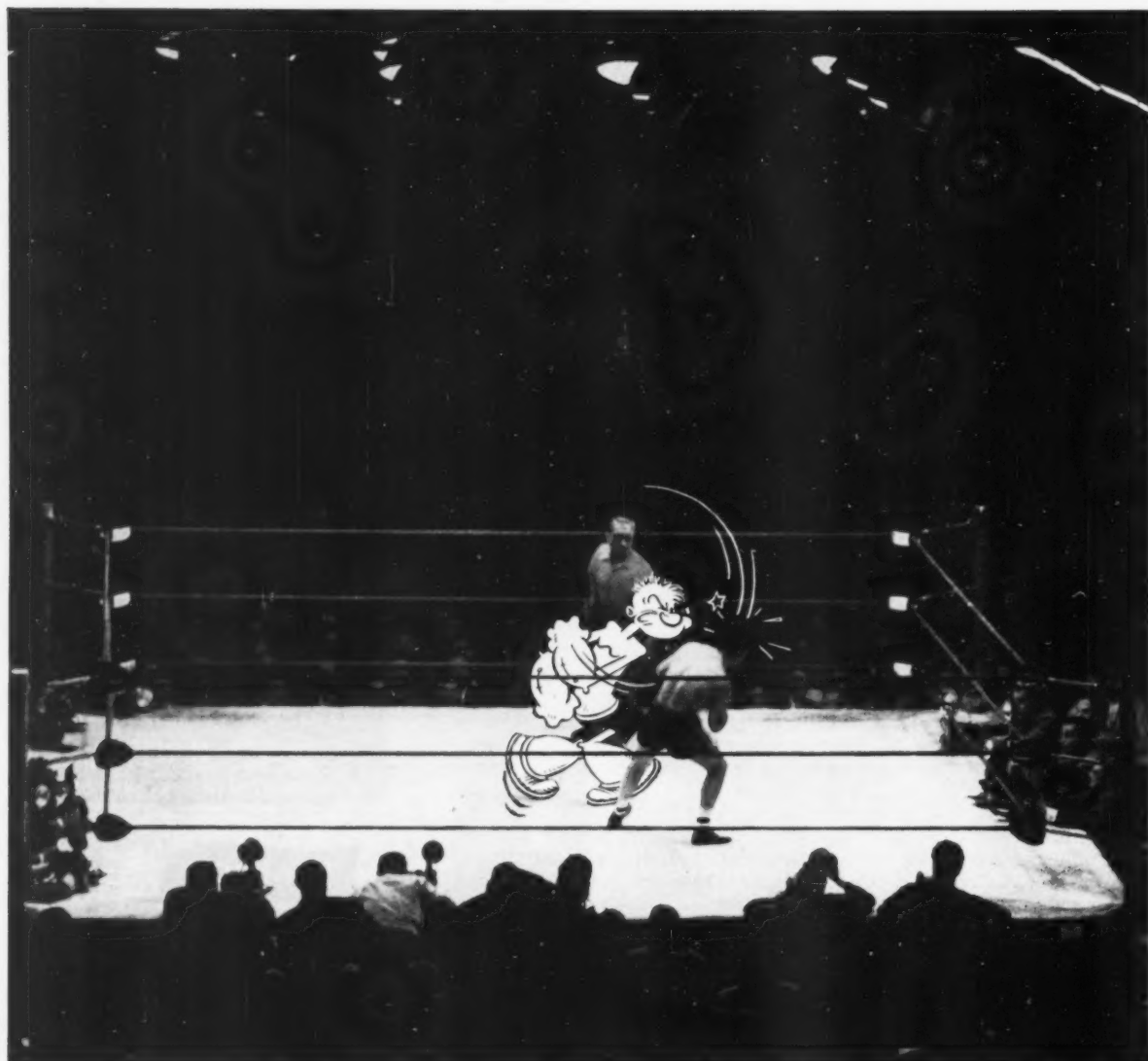
99.5%

OF THE HOMES

There's no other
medium or
combination of
media that
offers so much
for so little.

AKRON

BEACON JOURNAL



© King Features Syndicate

Who is the most famous fighter in the ring?

Next month, in a world-publicized event, millions will cheer two famous fighters as they vie for a crown.

Yet *every day* of the year, millions cheer a fighter whose shoes have never stepped in rosin—whose head has never worn a fistic crown.

He's the pipe-smoking pugilist who performs every Sunday for 20 million Americans—on the colorful pages of **PUCK**, *The Comic Weekly*.

He's Popeye, the most famous fighter of them all.

Are you curious about the power of Popeye to hold the nation's attention? Then read these facts that make this power apparent:

Today, 4 out of 5 American adults of all income and educational levels—as well as 95% of American youth—regularly read the comics. Today, 20 million Americans regularly read the comics in **PUCK**, the only national comic weekly.

It's the power of comics that has placed Popeye—as well as Blondie, Jiggs, Maggie, The Little King and other famous **PUCK** characters—in the hearts of America's millions. And it's the power of advertising in **PUCK** that has helped place many best-selling products in the homes of America's millions.

Year after year, men who carefully watch the effect of their advertising have

seen ads in **PUCK** get 3½ to 5 times *more thorough* readership—and substantially *more* readers per dollar—than matching ads in top national weeklies.

Many of America's leading advertisers know the power of **PUCK** to command attention. Perhaps you should use **PUCK** regularly, too.



THE COMIC WEEKLY

The Only NATIONAL Comic Weekly—A Hearst Publication
63 Vesey St., N. Y., Hearst Bldg., Chicago
1207 Hearst Bldg., San Francisco

The do-it-yourselfers have lead to some spectacular developments. Several power tool manufacturers who cautiously offered consumers lighter versions of industrial tools now obtain a large percentage of their business from a new kind of buyer. (For a report on Congoleum-Nairn's success in kits for the housewife, turn to page 102.) Magazines with do-it-yourself sections have grown. *Popular Science*, for example, has run circulation from 685,000 in 1945 to 1,146,000 by the end of 1952.

Many manufacturers will experience a revolution in their distribution, packaging, pricing, promotion, use-instruction practices. The odds probably are that you are one of the do-it-yourselfers. Are you overlooking a product of your own which would appeal to this new kind of market?

Sell—as Well as Grow

The most rugged free enterprisers, supposedly, are the farmers. They willingly accept risks from Nature which those of us in housed industries and professions do not concern ourselves with particularly. But farmers always have been far more production minded than they have been marketing minded. Are they beginning to change their attitude, now that surpluses have returned, and they are reluctant to depend upon government handouts?

According to the "Question of the Month" in the April issue of *Country Gentleman*, "Many farmers are still on the fence, but 67% of those with minds made up say yes, stepped-up marketing is the answer to farm surpluses and rising costs."

The other 33% preferred price supports (even with controls), leaving the marketing problem up to the government and others.

But the 67% are still more than a bit skeptical that marketing will solve their problems, at least overnight.

Joe Richards, Fairfield, Tex., expresses a sales point of view toward his problem as a farmer. He says:

"We should make our merchandise as attractive as possible, as near to what the public wants as we can get it, then exert every effort to get more people to buy more of it, instead of trying to get our congressmen to buy it."

We anticipate that growers will over the years concern themselves with more of the marketing aspects of their business. Turkey growers, for example, whose sales have been pegged, in the public's mind, to two holidays a year, is successfully using promotion to develop a year-a-round market, and a larger market, too.

Increased farmer interest in marketing is welcome—and long overdue.

They'll Take the Risk

The managers of many American industries have made a remarkable switch over the past 20 years in their views on tariffs on their products.

Today, 54% of those replying to *Mill & Factory's* questions on the attitude of American industry toward protective tariff said that import duties should be *lower*! Further, 12% indicated tariffs should be eliminated. Only 34% want higher rates than the ones established under Democratic administrations since 1933.

The Administration must write a new tariff bill before June 30; Congressmen would do well not to blindly accept the 1928 stereotype of America's attitude on imports.

The right word . . . at the right time?

Would you know when to use a bullet or a bull's eye? Can you define dead-head, deckle and decal? What's a blind headline? Green copy? A hanging indent? A stone proof? You'll find the answers (and a thousand more) in the new GLOSSARY OF BUSINESS PAPER PUBLISHING TERMS painstakingly compiled by ABP's Committee on Uniform Practices.

From aa's to zinc etchings, it takes you through the alphabet of production, editorial and marketing terms used in business paper publishing and advertising. It's solid help for your whole staff . . . can save time, mistakes and dollars. A copy should be in every advertising and agency office.

This is one more help in a series of working "tools" that ABP has developed to help you use business papers more effectively. For a copy of the new GLOSSARY, send \$2.00 to: The Associated Business Publications, 205 East 42nd Street, New York 17, New York.

All members of **ABP** are proud members of **ABC**



We publish two good newspapers
... they are read by everybody
in and around Louisville

We sell advertising space at
reasonable rates.
It produces sales.

The Courier-Journal
THE LOUISVILLE TIMES

Owners and operators of
Station WHAS and Station WHAS TV
372,946 DAILY • 301,686 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM CO.



some spots are better

For the best spot, at the right time, at the right place



than others

You're always sure of top coverage when you sponsor local Radio news programs.

*More people depend on Radio for rapid news reporting than on any other medium.** The news programs on the five Radio Stations represented by NBC Spot Sales feature the top newsmen in their markets. They command attention for your sales message by giving your customers the local and national headlines first . . . long before the extras hit the street.

To get the scoop on sales with local Radio news, call your NBC Spot Radio salesmen for programs available now and throughout the summer.

*BAB



SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco

Los Angeles Charlotte* Atlanta* *Bomar Lowrance Associates

representing RADIO STATIONS:



WMAQ Chicago
KNBC San Francisco
WTAM Cleveland
WRC Washington
WNBC New York

representing TELEVISION STATIONS:



KPTV Portland, Ore.
WRGB Schenectady-Albany-Troy
WNBT New York
WNBC Chicago
KNBH Los Angeles
WPTZ Philadelphia
WBZ-TV Boston
WNEK Cleveland
WNEW Washington



COMPANION MERCHANDISING MOVES MERCHANDISE

"No doubt about it," says Bob Degen, Ted Bates' Merchandising and Account Executive

Top-flight merchandising men like Ted Bates' Robert F. Degen . . . who is also Associate Professor of Marketing at New York University . . . are naturally impressed by merchandising results.

He and COMPANION Advertising Manager Ray Alexander are shown here discussing one of today's most impressive merchandising successes.

They're talking about the red-hot "Dinner-Winner" Plan that brings COMPANION food pages to life at the point of sale. It's a unique combination of (1) full-color display cards that suggest complete meals . . . (2) give-away recipe folders . . . (3) shopping lists . . . and (4) reminder-type shelf talkers. It benefits advertisers, supermarkets, and their customers.

Here's just some of the nation-wide applause:

"Attractive. Women like it. Fulfills a need. Excellent!"

—Wilbert L. Davis, Store Mgr., Stop & Shop

"Excellent related-item selling!"

—C. M. Baker, Adv. Mgr., Jefferson Grocery Co.

"Very practical material. Just the type of merchandising aid we need for our meat departments."

—Ross B. Socolof, V. P., Thomas Roulston

It all goes to prove what shrewd merchandising men have known all along: COMPANION merchandising moves merchandise.

COMPANION

CURRENT CIRCULATION MORE THAN 4,300,000

The Crowell-Collier Publishing Company — 640 Fifth Avenue, New York 19, N. Y. — Publishers of Woman's Home Companion, Collier's, The American Magazine

SIGNIFICANT TRENDS

As seen by the Editors of Sales Management for the fortnight ending April 15, 1953

MALENKOV BETS YOU

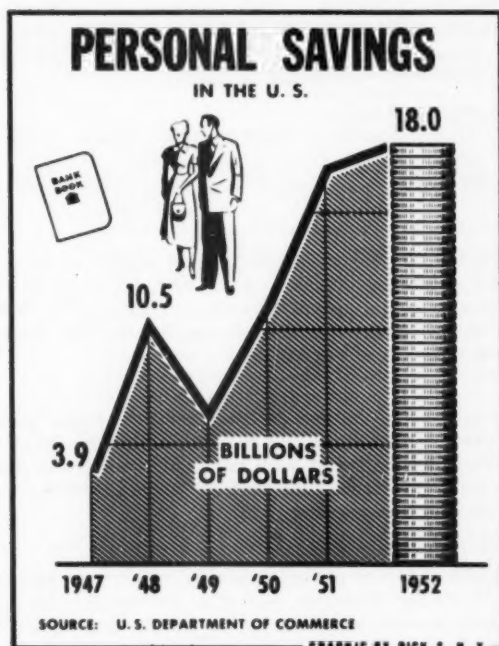
If our hunch is correct, American business is the "gimmick" in Soviet Communists' new moves for peace in Korea. The Russians make no secret of their belief that sooner or later we'll flounder into another depression and that we will be so wrapped up in our economic woes that we will lack the spirit to resist.

Our first reactions to Malenkov's okay on peace feelers must have reassured the Russians. Prices fell on the stock market and there have been whispered doubts about a continued high level of business. It is basic Soviet theory that only war preparation sustains the American economy. Part of the Russian scheme to undermine us is to make us wonder if war spending isn't the basis for our current prosperity, especially since we have successfully superimposed a munitions industry on our huge civilian plant.

If we look upon peace as a calamity, the Communists will have won a cheap victory. But, fortunately, American businessmen seldom make their plans merely to counter a competitor's threat. They are creatively ambitious men who prefer to broaden the market rather than merely to enlarge their share of the existing market. So we're not worried about the new Soviet "gimmick," and we're glad to report that . . .

THEY'RE STILL AMBITIOUS

Businessmen plan to increase manufacturing capacity



16% by 1956, according to McGraw-Hill's sixth annual survey of industry spending for capital improvements, and they expect sales to increase by 10%.

Perhaps the Russians should take a reading on the normal American businessman's ego. The individual executive believes he is smarter than his competitors. According to the McGraw-Hill survey, executives in 10 heavy industries guess that their industries will increase sales 10%, but they predict that they will increase their own companies' sales by 13%.

The individual managers in the machinery industry, for example, confidently plan to increase sales 12%, but they anticipate the industry as a whole will enjoy only a 6% increase by 1956. Only the managers in electrical machinery place themselves on a par with competitors. How do you rate yourself?

My Company vs. the Industry (Average Percent Increase by 1956)

	Increase in Sales expected for Company	Increase in Sales expected for Industry
Steel	3%	3%
Machinery	12	6
Electrical machinery	22	22
Automobiles	29	19
Transport equipment (including aircraft)	-26	NA*
Food	14	10
Chemicals	28	21
Petroleum and coal products	17	14
Textiles	12	8
Other manufacturing	14	7
ALL MANUFACTURING	13	10

*Not available

It is obvious that the heads of most businesses expect a truly competitive market. The least competitive industries, according to these figures, will be steel and electrical machinery. General Motors has announced it intends to try again for 48% of the automotive market, instead of the present 40%. So within vastly expanded markets, competition will be rampant.

American industry's capital investment will run, according to plans, between \$18 and \$20 billion a year until 1956. Approximately one half of today's capital spending is financed by depreciation funds. Will industry's plans for additional capacity keep pace with the country's requirements, based on population growth, and consumer willingness to buy goods and services?

For a copy of the survey findings, address Dexter Keezer, director, economics department, McGraw-Hill Publishing Co., 330 West 42 St., New York 36, N.Y.

RETAIL BOTTLENECKS—HOPELESS?

Not at all. A six-months' study by Willmark Service System made in 20 department stores shows that the performance of retail salespeople can be improved if proper educational methods are employed.

The stores were divided into three groups: 1. (10 stores.) Those in which management was following the fundamentals of education. 2. (2 stores.) Those in which training policies were not known. 3. (8 stores.) Those in which either testing or correcting or both were omitted from training routines.

"Keeping in mind," says Willmark, "that the 1951 National Efficiency Standards for suggestion selling and trading up were 15.8% and 41.6% respectively, this is what the study revealed:

"In 8 of the 10 stores in Group 1, suggestion selling effort proved to be from 14 to 16 percentage points above the 1951 average. In the other stores the scores was 8 percentage points above average.

"In Group 2, neither store showed improvement over the 1951 suggestion selling standard.

"And in Group 3, 6 of the 8 stores tested showed no improvement, or a decrease, and 2 showed a slightly higher standard. However, the over-all average of the stores showed a decrease in suggestion effort."

In trading up, a similar trend: In Group 1 every store showed a 6-30% increase in trading up effort. Group 2, a 6% decrease for one store; a 12.4% increase in effort for the other. Group 3, all stores showed a decrease, no change, or only slight improvement.

Willmark's conclusion: Retail salesmanship is not a lost art. It is an art to be developed. "Management can and must make a concentrated effort to take an over-all interest in developing good selling habits."

OH, FICKLE CUSTOMER!

If you're ever tempted to say, "Business is good. Let's cut down on our advertising," look at the results of a study on why customers change brands, by N. H. Comish, professor of business administration, University of Oregon. It's reported in the March issue of *Dun's Review*.

Researchers interviewed 3,755 consumers to learn how many times they had changed brands in six years (at least so far as they could remember), and why. Only 120 of these consumers had failed to change brands. The other 3,635 had changed 24,401 times.

What makes for brand disloyalty? Out of 25,877 reasons given, this is how they classified:

Low quality of product	5,442
Dissatisfaction with price	3,751
Another product suggested by advertising	3,323
Another product recommended by a friend	2,946
Another product suggested by salesperson	2,886
Dissatisfaction with style	2,064
Dissatisfaction with dealer	1,561
Dissatisfaction with workmanship	1,331
Suggested by consumer organization report	1,183
Other	1,390

The conclusion is inescapable: the "erosion" on customer lists goes on constantly. Manufacturers must fight continuously to hold old customers and to find new customers to replace those who drift away. Their best weapons: jealous guardianship of quality, care in competitive pricing, aggressive advertising.

WILL THE DEADBEAT RETURN?

Both sellers and money lenders have been keeping a peeled eye on the increase in installment loans. Those who remember that a credit spree contributed to the 1929 crash are becoming a little uneasy about the volume of installment loans—some \$24 billion at the end of 1952, compared with \$9 billion in 1941.

In this case there is a tendency to compare apples with oranges. For the true picture, we must measure today's loans against today's dollars, and relate them to current disposable income.

That \$24 billion in installment debt represents 10.2% of the disposable income at the close of 1952. In December, 1951, it was 9.1%, and in September, 1941, the prewar high, it was 10.4%. So in dollars, our installment debts are 2½ times greater than just before World War II, but in percentage, they are just under the prewar high. We should remember today's inflated dollars.

We are indebted to G. Ardee Ames, vice-president, General Motors Acceptance Corp., for the following figures on the distribution of consumer debt. Percentage-wise, there is a close relationship then and now:

Consumer Credit Debt (in millions of dollars)

Fed. Reserve Estimates	Sept. 1941 High	% of Disposable Income	Dec. 1952	% of Disposable Income
Total consumer debt	\$9,076	10.4%	23,975	10.2%
1. Durable and semi-durable goods sold on installment sale credit	4,007	4.6%	9,388	4.0%
2. All other consumer debt	5,069	5.8%	14,587	6.2%
*Autos only (Part in 1 & 2)	2,551	2.9%	6,648	2.8%

Neither the makers of merchandise which can be purchased on time, nor lenders, will profit if they let unwise consumers saddle themselves with unmanageable debts. But many banks have opened installment loan departments, and they sell aggressively.

It is not the volume of consumer debt today which worries lenders so much as the lack of experience of so many of their managers with essentially poor credit risks. The man who loaned time payment funds before the war was an expert at assessing risks.

With the return of the consumers' market, perhaps we should remind ourselves that it is not enough for our salesmen to locate willing buyers but to find ones who can make repayments in a reasonable time.



**"What makes you so sure the boss is going to have you
take a bow for showing him how to sell all Iowa through
the Des Moines Sunday Register?"**

We can't guarantee you an audience with the boss for advertising in the Des Moines Sunday Register...but we *can* with all Iowa!

Take a look for yourself: The Des Moines Sunday Register actually covers this whole state better than most papers cover a city. It delivers 2 out of 3 of *all* Iowa families, city and farm. Coverage in 83 out of the 99 counties is a remarkable 50% to complete domination. In 9 counties more, it's a high 40% to 49%. For the few others, it's *at least* 21%!

As for the Iowa market it's a two-fold wonder! Total income to the tune of four billion dollars is split between farm and city folks—the farm families being the nation's richest...and the city dwellers buying even more fabulously than major cities like Philadelphia, Boston or San Francisco.

The news is still good: the cost of covering this unusual market is a modest \$1.88 milline rate.



**PACKAGES A STATEWIDE URBAN
MARKET RANKING AMONG
AMERICA'S TOP 20 CITIES**

ABC CIRCULATION September 30, 1952:
Daily, 369,807—Sunday, 533,204

THE DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Represented by:

Scolaro, Meeker & Scott—New York, Chicago, Detroit, Philadelphia
Doyle & Hawley—Los Angeles and San Francisco



Two young men, who picked up a silver cleaner selling quietly in Europe, shipped the first bottle of Instant-Dip just a year ago. Now sales are at an annual rate of 6 million. Here is . . .

How to Manage a Run-a-Way Product

BY PHILIP L. PATTERSON

Housewives never had it so sparkling, and Lewal Industries, Inc., never had it so good.

Probably never before in the history of this country have so many women cleaned so much silver in such a short time. The reason is simple: For 98 cents your wife can buy eight fluid ounces of Instant-Dip, a new, instantaneous silver cleaner that removes tarnish on contact, without rubbing.

No U.S. housewife had heard of Instant-Dip until a year ago this month, when in New York City, Lewal Industries, Inc., experimentally put 15,000 jars of the cleaner

on household chemical counters of Woolworth's, Abraham & Straus and Macy's. Lunch-hour shoppers clotted around the Instant-Dip demonstration counters, saw that here, at last, was a labor-saving device.

Over and over again, demonstration ladies uttered those magic words, "ease," "quick," "an hour's work in three minutes." They told shoppers that Instant-Dip is to silver what the vacuum cleaner is to rugs. "Folks," they said, "just put your knives, forks and spoons into a glass container, pour on Instant-Dip, rinse and dry—that's all."

That was in April, 1952. Forty-

two days later Lewal had achieved national distribution. You could find the cleaner in jewelry, hardware, food, novelty and department stores, gift shops and in restaurants, hotels and hospitals.

By December 31, Lewal had shot 2 million jars to every corner of the U.S., spent about \$300,000 in newspaper, radio, TV, magazine and trade advertising. In return, Lewal took in \$1 million on the 98-cent jars.

Sales this year may go to 6 million jars and \$6 million dollars.

Roughly, Lewal will spend \$250,000 in 1953 to cooperatively advertise



PRESIDENT Harry N. Wessel, Jr.'s brother, Lewis, and . . .



VICE-PRESIDENT Norman Meyer's brother, Alvin, started the business. All four . . .



. . . believe in the sales power of point-of-purchase displays.

local campaigns (mostly in newspapers); but *all* promotion and advertising may hit \$1 million.

There's no advertising budget, as such. The more sales, the more advertising outlay. What percentage of total sales goes into advertising is a secret. But if you guessed that it was about one-third, you'd be close.

You can't talk about spectacular sales results without looking at statistics. Here are some: In January, 1 million jars went to market, backed by \$130,000 in advertising. At the moment, 45,000 retail outlets dot the country; 10,000 of these are in New York City. Naturally, you'd expect to find Instant-Dip in super markets, but your wife can buy it in beauty parlors and knit shops and dress shops.

Lewal is getting 30 new accounts daily.

• There are now about 225 manu-

facturers' representatives in the distribution picture.

If sales *do* hit \$6 million this year, there will be three good reasons for it:

1. The product is blessed with that psychological halo that sells most household products—it promises to do a maximum amount of work for a minimum amount of labor.

2. Explosive, boisterous advertising. The story is getting around through schedules in *McCall's*, *The American Home*, *The Woman*, *House & Garden*, *Today's Family*, *Life*, *Parents' Magazine*, *Ladies' Home Journal*, *The Saturday Evening Post*, *Better Homes and Gardens*, local TV, spot radio. When Lewal concentrates selling efforts in a given area—to completely satisfy the market—a vigorous local newspaper campaign breaks.

3. Point-of-purchase demonstra-

tions. At Marshall Field's, Chicago; J. L. Hudson Co., Detroit; Jordan Marsh, Boston; Stix, Baer and Fuller, St. Louis; Denver Dry Goods Co., Denver; May Co., Los Angeles—uniformed women demonstrators, surrounded by mass displays of the 98-cent and \$1.98 Instant-Dip bottles and carloads of tarnished silverware—put the cleaner to test before customer eyes.

Instant-Dip is one of a half-hundred new chemical household products to make its bow in the past year or two. When you add up the others, you get a conglomeration of dizzy-sounding names like Easy-Off, Odor-Ban, Whink, Trav, Dri-Klean-A-Garage, Wipe-On, Evree, Slik, Stati-Clean. But with the possible exception of Glasswax, a liquid cleaner launched just after World War II and forerunner of these dol-

(continued on p. 154)



NOTHING ORDINARY . . . D.C.W.

(Don) Birmingham (left) isn't an ordinary salesman: He's a top producer in the Pittsburgh district for Brown & Bigelow. And Don Birmingham is blind. . . . For the past three years, as the result of an accident six years ago, he's been *totally* blind. But with loss of sight has come sales success. A few months ago he was one of 170 crack salesmen chosen from the company's 1,100 to take an eight-day, all-expense, de luxe trip to Arizona as a winner in

a national sales incentive plan. Last year he became a member of the Brown & Bigelow Sales Executives Club. (To be eligible one's sales must total better than an annual \$75,000. He's doing as well this year.) Strangely, Don didn't begin as a salesman until he was 57. He tired of the banking business he had followed since his youth, joined B & B's sales staff. Today he sells his firm's enormous line without knowing what a single item looks like. At conventions he listens intently to descriptions of the new novelties, the latest presentations, locks them in his mind. And he's proudest of the fact that many of his clients don't realize at first, that he's blind. . . . On the right, his brother, Lewis.

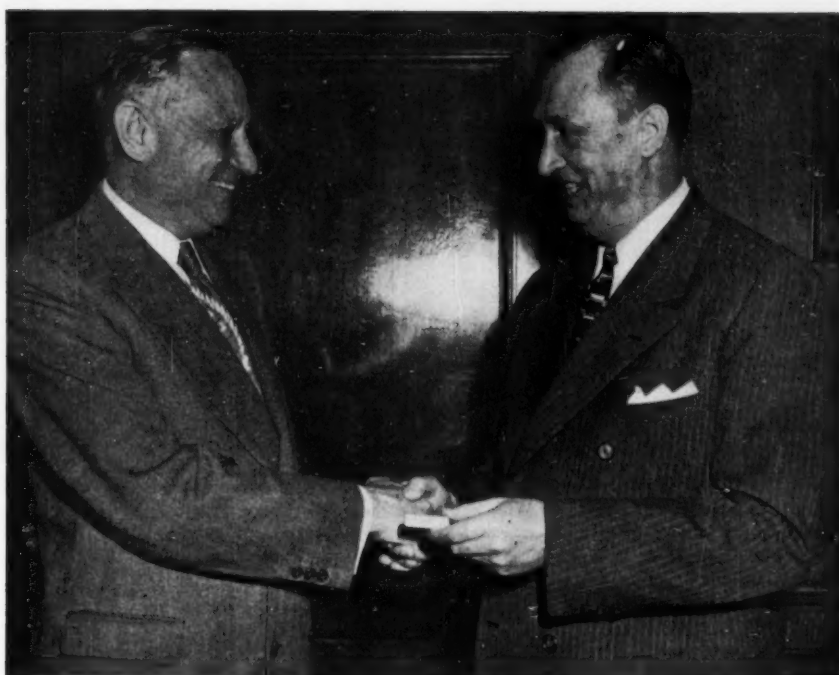


"A WORKABLE MARRIAGE" . . . in which "public service advertising creates a beneficial public support and understanding of the work of our media": Philip L. Graham (right) speaking of the Advertising Council. The astute, young (37) publisher of *The Washington Post* is the Council's new chairman. . . . Almost ostentatiously versatile, Graham graduated from the University of Florida with a law career in mind.

He was president of the *Harvard Law Review* while working toward it, was invited to serve as law secretary to Supreme Court Justice Stanley Reed after he got his degree. For several years he was looked on as a bright-young-man in official Washington's legalistic circles. Then war came: Graham served in Military Intelligence, rose to the rank of Major in Headquarters, Far East Air Forces, won the Legion of Merit. . . . It was his real-life, happy and eminently "workable" marriage which changed his life: In '40 he married Katherine Meyer, daughter of the *Post's* then-publisher. At war's end Graham swapped law for publishing. Fitting his new role as easily as the old one, he was named publisher in '46—he was then in his early thirties. . . . He and his wife like, on weekends, to take the four children to their farm in nearby Virginia. As a hobby Graham sketches, "not very well." With him in our picture: Howard Morgens, at a White House conference.

They're in The News

BY HARRY WOODWARD



"WE FIX FLATS" . . . Remember when that sign was the most welcoming one in anyone's auto travels? H. M. Taylor (left) does. For this new v-p in charge of manufacturer sales for The Firestone Tire & Rubber Co. began as a member of the wholesale sales force in Detroit 'way back "when"; the time—1915. The era: when to travel without two "spares" on your tire rack was to court a sit-down strike on a lonely road. Taylor says he remembers those days with "mixed emotions." It was interesting to be in on the ground floor of the automotive and tire industry. But he likes today better—when you can roll from here to Alaska on a Firestone tire without a qualm and without a flat! . . . His new job places him in charge of all tire sales to the manufacturers of automobiles, buses, trucks, tractors, farm implements and earth-moving equipment. A big order? Sure, but for an old tire man—who played his part in Firestone's successful efforts to put the farm on rubber when the first pneumatic tires for tractors and farm implements were introduced—it is simply another challenge to be met. Ever since 1921 H. M. Taylor has been in manufacturer sales, and to keep up with what is happening in his field he is active in the Society of Automotive Engineers. Joined the SAE 25 years ago, is just as interested in next year's model as he was then. Here he gets a diamond-set pin—for 35 years of service—from Lee R. Jackson (right), Firestone president.



LOOK TWICE at these die-cut presentations. On the left, a miniature bar; right, a tiny liquor store interior. With a flick of the wrist, Calvert representatives can show either interior, can help the package store or tavern owner visualize various point-of-purchase displays Calvert supplies.



WOW! WHAT'S THAT? It's a curiosity-arouser. But when firecracker is unfurled, liquor retailers see scope of Calvert's summer advertising, range of promotional tools.

When Customers Just Won't Listen . . .

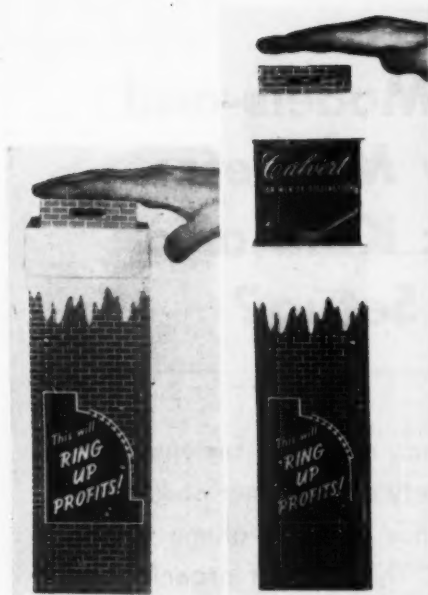
. . . A hatful of attention-getters puts Calvert whiskey prospects in a mood to ask questions. Then Calvert gives 'em the answers.



CALVERT DOES IT 'DIFFERENT'—that's what the merchandising department wants to get across to retailers. Assortment of unusual presentation pieces puts element of showmanship into representatives' over-the-counter talks with buyers. When lid is lifted from this carton, three wings open up, reveal new bottle design for "Calvert." A half-dozen suggested dealer sales talks for new bottle are imprinted on wings of carton. It's a way to inject some sparkle into the salesman's story.



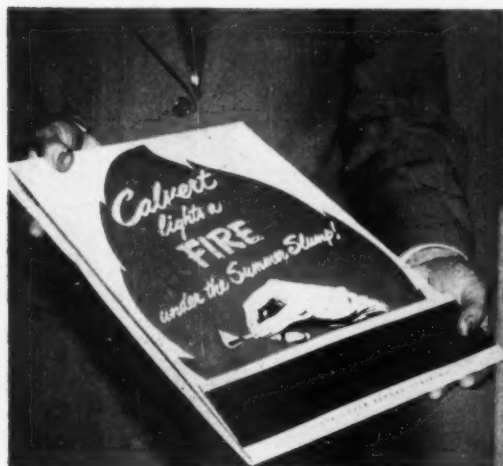
A PORTABLE LABORATORY? Tubes contain colored chemicals which are mixed in specific proportions to show percentage of drinkers who prefer Calvert brands. Photo (background) is reproduction of only known triple-dead-heat; blowups are given to bar owners.



JACK-IN-THE-BOX? Pop-up device lets retailers know that Calvert is ready with a new gift carton that will help increase gift market profits. It's a bit of show business designed to rouse dealer interest in capitalizing on a packaging idea.



WHEN THE FOLDER OPENS? Assortment of gift cartons unfolds, showing dealers how Calvert has prepared Christmasy cartons for "Calvert," "Carstairs," and "Lord Calvert." Psychology behind presentations is simple: Get prospect's curiosity aroused. Dave Mayer, merchandising manager (above), develops such presentations to stimulate interest in Calvert promotions.



GIANT MATCHBOOK contains super-size matches with Calvert's summer sales message on each. Salesman hands retailer a match for each sales point.

MORE CUSTOMERS WILL LOOK and buy if they see clearer labels, new shapes. More than 3,000 Calvert representatives placed this demonstration before retailers' eyes, let them see new bottle designs for themselves. Note sales message on flip-open wing. (r. above).

SMARTER PACKAGES make Calvert a smarter buy, representatives tell retailers. Flip-open demonstrator shows line of newest liquor container styles. (r., below).



divan
maker
splits
mattress
to slash
costs



Bostitch P7 Hog Ring Stapler makes it profitable. . . . The mattress for this divan is made flat in one piece. Then it's slit with a knife so the back can be raised to sitting position. The loose materials are fastened to springs with Bostitch P7 Hog Ring Stapler.

The P7 is twice as fast as the hog ring machine previously used by the manufacturer. And it's easier and faster to load. Employees like its "feed" and the way it gets into awkward spots. Why not try it, too?

FREE—Illustration, full-page photo, five Bostitch stapling machines and one Bostitch hog ring machine. Send for your free copy of this new Bostitch brochure today.

TIMING IS BOSTITCH'S MAIN HEADLINE. Bostitch is the leader in the fastener industry. We have a complete line of fasteners and fastening machines.

BOSTITCH

and more
fasteners it better with more

BOSTITCH, INC. Mechanic St., Westerly, R. I.

Please send me free literature on Bostitch P7 and other tools that can save me time and money in machine and service problems.

Name _____

Company Name _____

Address _____

City _____

State _____

Zip _____

800 Models and Many Markets: What Kind of a Sales Setup?

Bostitch, Inc., maker of fasteners for a wide variety of consumer and industrial uses, has hoisted volume 450% since 1945. This type of organization—these policies—generated the sales power for this healthy expansion.

"TO OPEN NEW MARKETS and to induce business to consult Bostitch on fastening problems"—that's the declared purpose of Bostitch advertising in general magazines and business papers. This advertisement to furniture manufacturers is typical of copy which is running in vertical business journals.

**Based on an interview
by Alice B. Ecke with
KENNETH E. JOY
V-P & General Sales Mgr.
Bostitch, Inc.**



"LIVE DISPLAYS"—boards to which actual tools can be attached—are important devices for building supply dealers and hardware stores selling to the building trades. L. to r.: Donald R. Wall, assistant ad manager; Kenneth E. Joy, vice-president and general sales manager, and Sherman L. Smith, ad manager, look critically at one of the new displays.

What kind of company climate—what type of organization structure—provide the best opportunities for sales growth?

Bostitch, Inc., Westerly, R. I., has at least one documented answer: Better integration of all sales-building activities and better capitalization of market potential result:

1. When the organization struc-

ture is such that there are clean lines of authority for sales commensurate with the responsibilities for sales;

2. When the highest echelons of management are predominantly sales-minded;

3. When the sales department has a major voice in policy-making.

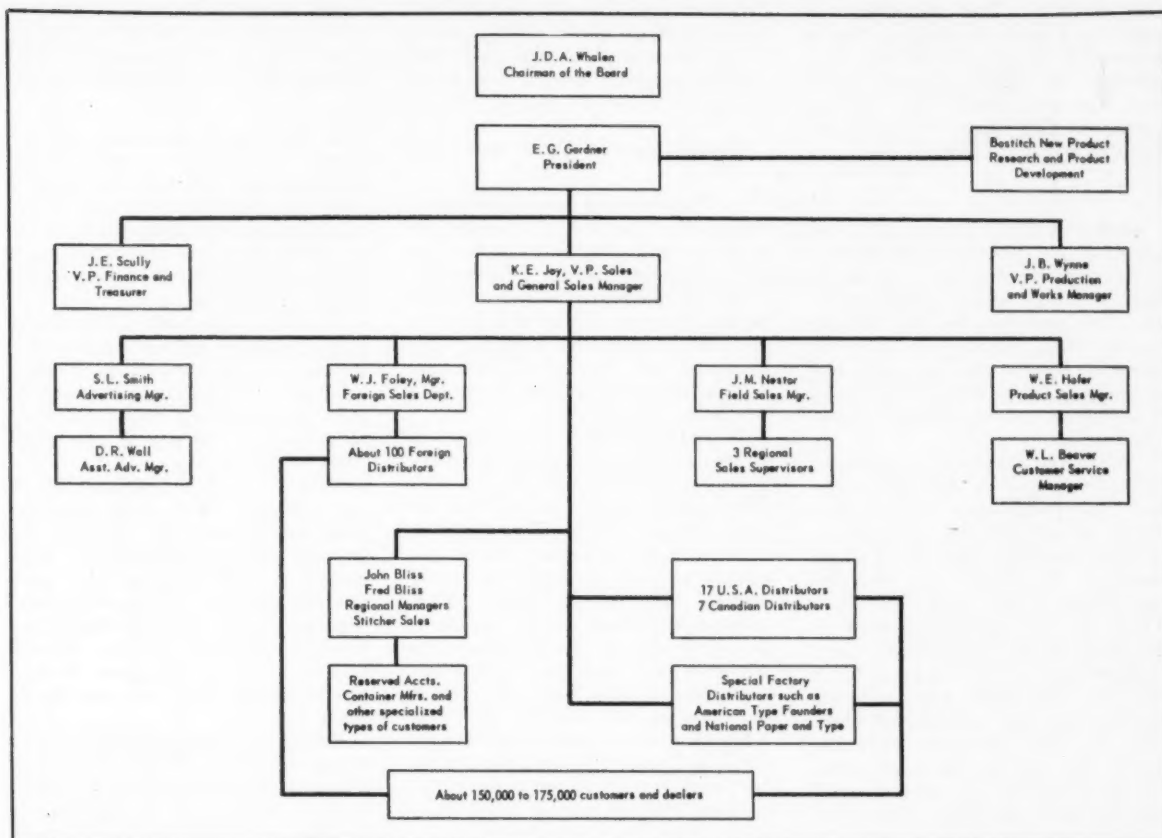
Bostitch now sits as the No. 1 company in its industry. It manufactures

stapling machines, self-feeding hammers and tackers, stapling pliers, staples and wire stitchers.

Net sales volume in 1952 was \$14,571,932, representing a 450% gain since World War II. Sales manpower doubled in that time. Salesmen's earnings have doubled.

There are clean lines of responsibility in the Bostitch setup, selling

The Management Pattern at Bostitch:



and servicing from 150,000 to 175,000 customers and dealers. (See organization chart.) There is a predominately sales-minded top management. J. D. A. Whalen, chairman of the board, and E. G. Gardner, president, understand the everyday problems in the selling field. And sales *do* have a major voice in policy making.

The healthy trend in Bostitch sales in recent years can be explained, without too much oversimplification, in terms of four factors:

1. Faithful adherence to a policy of selling through distributors only
2. A market analysis program
3. A well-rounded manpower program*
4. A close working relationship between the sales department and the product design department
5. An effective service program

The Bostitch customer list comprises 24 distributors in the United States and Canada and approximately 100 distributors in other countries throughout the world.

*An article on how Bostitch salesmen are trained and compensated will appear in a later issue of SM.

The sales organization never has been incorporated under one roof. In the early days a few agents in specialized fields did the selling. For instance, American Type Founders Corp. was one of the company's earliest distributors and is still a distributor of wire stitching equipment for the bookbinding and printing industries.

Originally a manufacturer exclusively of wire stitchers, when it brought out its first desk stapler, in 1923, Bostitch contracted with a nationwide sales agency to handle the distribution of this line. Later it organized its own selling organization, taking over most of the personnel of the sales agency and thereby gaining the nucleus of distributorships in major cities throughout the United States.

The 10 largest distributorships are wholly-owned sales subsidiaries which cover approximately 80% of the United States sales potential. About the same proportion prevails in Canada where Bostitch Canada, Ltd., a wholly-owned sales subsidiary with two divisional offices in Montreal and Toronto covers approximately 80%

of the Canadian sales potential.

There are seven independent distributors in the United States and five in Canada, which date back to the early days when special agents were the only outlets for Bostitch. Together with Bostitch branch distributors, they give close sales coverage to all of the United States and Canada.

The distributorships, as they are set up today, are autonomous in character. Each manager hires, trains and is responsible for his own sales force but is directly responsible to Kenneth E. Joy, Bostitch vice-president and general sales manager at Westerly, for sales, and to other company executives for office, service, collection and general management activities.

The company's domestic policy is to sell its products through its duly appointed distributors only—distributors closely affiliated with the parent company. Today 17 distributors cover the United States through more than 300 salesmen who sell approximately 800 models of stapling equipment using more than 130 kinds and sizes of staples.

Each distributor is assigned a defi-

nite geographical territory and is responsible for all Bostitch sales within that territory. Each distributor in turn has a sales organization that is responsible for sales of the company's products to industrial users, offices and business organizations and to consumers through the stationery and building trades outlets.

Market analysis: Territories are set up and quotas determined on the basis of SALES MANAGEMENT's *Survey of Buying Power* which, according to Joy, "has proved to be from 80% to possibly 90% accurate for Bostitch potential, because the company's line of products serves all types and sizes of industrial, commercial and institutional fields.

"When the *Survey* was first used, an arbitrary goal of 300 field salesmen was established. This gave .333% of SM's U.S.A. potential as an ideal potential value for a single territory. Experience soon revealed that salesmen who had more than .333%, in their territories, based on the *Survey's* data by counties, were highspotting. . . They had too much potential. Conversely, a few salesmen had less than they needed and when .15% to .20% territories were analyzed, the need for increasing their size and potential was seen; increasing such territories helped those men to get their proper share of sales.

"In 1952 Bostitch set a new sales manpower goal of 350 men. This works out to .286% of the *Survey's* U.S.A. potential, the range where the best salesmen are known to be getting the best coverage and the best sales results. Several Bostitch sales organizations have already been brought up to the .286% man ratio, and sales of course reflect the better coverage.

"Each month all U.S. distributors' sales are compared to their potentials on a basis of the actual percentage of total U.S.A. Bostitch sales. For example, a distributor with 8.27% of SM's U.S.A. potential should produce at least 8.27% of the total U.S.A. Bostitch sales.

"A distributorship in the process of growing and building manpower, training new salesmen and working out effective territory coverage plans will generally fall well below its share of the U.S.A. sales, as would be expected. On the other hand, the distributors known to be well organized, up to full manpower and well trained, generally exceed their share of U.S.A. sales.

"SM potentials must be weighted for some areas, especially large metropolitan centers which are highly industrialized and contain more Bo-

stitch potential than sparse, scattered areas. For example, .20% to .24% has been proved ample potential territory in many industrialized, concentrated areas, while a .30% to perhaps .40% is generally needed to make up a productive outside, semi-rural territory."

Bostitch has four distribution areas:

1. The industrial market: Industrial users offer the largest market for stapling and stitching equipment. They also need service and counsel.

In the industrial relationship the parent company sells to the distributor who in turn sells directly to the industrial user through his salesmen. No outside person or firm enters into this setup at any point.

Bostitch salesmen are equipped to go into any industrial plant and study fastening methods already in use. They advise where staples can be used instead of present fastening methods and recommend the proper equipment and method for using stapling and wire stitching. They know enough about production methods to be able to study competitive fastening costs and to recognize opportunities to save time and money by changing to Bostitch fastening. They may have to make small adjustments and repair Bostitch equipment, but for major service work one of the company's service men is called in.

2. The building trades market: The second largest market for Bostitch is in the building trades field where the selling problem is different from that in the industrial field.

Bostitch sells two classifications of tools which are important to builders: a line of stapling hammers and a line of stapling tackers. Builders of all kinds use them to apply asphalt shingles, install ceiling tile and insulation, staple metal lath, and for many other jobs.

There are so many small builders that it is not practical for Bostitch salesmen to personally call on and service each of them, despite the fact that as a class they represent a very important market. Bostitch solves this problem by working closely with building supply dealers. Many supply dealers own lumberyards and furnish builders with all their supplies. Bostitch distributors sell directly to the dealers who in turn sell to builders and individual mechanics.

Another facet of this sales operation is that the building supply dealer may buy several hammers and tackers which he lends to individual mechanics who use them for odd jobs. Many lumber dealers are willing to lend a Bostitch tool to a mechanic provided

he buys all of his supplies from him.

Wholesalers or jobbers in this field rarely enter the Bostitch picture since it is the function of Bostitch distributors to serve as wholesalers directly through their own sales organizations.

3. The retail stationery market: Bostitch sells direct to retail stationers through its own distributors. However, Bostitch distributors do not sell through wholesale stationers to retailers; they sell direct at prices based on discounts, depending on the quantity purchased.

The retail stationery outlet may be large enough to employ outside salesmen to sell to business offices. Bostitch salesmen encourage stationers to do this; however, they reserve the right to also sell to offices and commercial users of all kinds.

When Bostitch first entered the retail stationery field, many stationers were apprehensive and felt that the Bostitch direct salesman was a competitor. But the company's fair practice has dispelled that apprehension. Stationers now recognize that many times the Bostitch salesman sells offices only to have the repeat business placed through some conveniently located stationer.

Bostitch is unshakable in its policy to sell stationers at list prices with discounts based on quantity purchased—prices with which the stationer is familiar and which he can use with a fair profit for himself. Over the years the Bostitch salesman has come to be looked upon as a missionary salesman for stationery stores, because he helps them to increase their sales of Bostitch machines and staples.

4. The specialized market: This area of distribution is serviced by direct factory sales through special representatives who call on highly specialized accounts such as corrugated container manufacturers, meat packers and others who require special equipment and special service. This area also includes volume sales direct to U. S. Government agencies.

There is no breakdown between industrial and retail sales as far as the sales organization is concerned. The same Bostitch salesmen sell to commercial customers and to industrial customers within their respective territories.

Then how does the company solve specific problems in selling the multiplicity of products it has on the market?

The Bostitch salesman is trained to adapt the proper equipment for the use he discovers. There are more than 800 models of stitchers and staplers and more than 130 different kinds and



This
is
interest



This
is
ENTHUSIASM!

The **AMERICAN WEEKLY**
creates **ENTHUSIASM***

Other magazines may get you to first base
when you're playing for sales, but it takes The American Weekly
to drive you home with winning runs!

*Enthusiasm is interest raised to a buying pitch!

sizes of staples. However, only seven major types of products need be considered:

1. Office type machines and staples which are sold direct to users, to retailers for resale, or sold for gift-reminder advertising direct to firms that give them to their customers.

2. Light hand tools for small industries or for light-to-medium work done by any industry where the machine has to be taken to the work. These are sold direct to users. Limited models are sold to selected retailers for resale.

3. Foot and motor-power staplers which are used where a large volume of work can be conveniently brought to a stationary machine. All staplers use preformed staples.

4. Motor-driven wire stitchers which are sold to companies where required stapling power or economy of wire in coils indicates that investment in a wire stitcher is advisable. These stitchers form staples from a coil of wire.

5. Special machines which are used to solve a particular fastening problem. Local headquarters and factory

research may both be required to assist the salesman in solving the customer's problems.

6. Adaptations of standard machines for special work, frequently taken care of by the salesman's headquarters. If there is a wide market for a special adaptation, the factory often makes the adaptation as a standard model and informs all salesmen how and where it is used, who has applications for it, and why it saves time and money.

7. Staples, stitching wire, staple removers and replacement parts are "supply" items which follow the sales of stapling machines and wire stitchers, to keep customers supplied.

Fundamentally, all staplers and wire stitchers do two jobs only: drive a "U" shaped piece of wire through two or more thicknesses of all kinds of materials and clinch the ends of the wires tightly on the other side; drive a "U" shaped wire through one thickness and into another, where the wire legs act as a two-pointed tack and hold without clinching.

Mechanically-minded salesmen soon learn the various sizes and types of machines best suited for most jobs. They have specialists at their headquarters or at the factory to help them solve special problems.

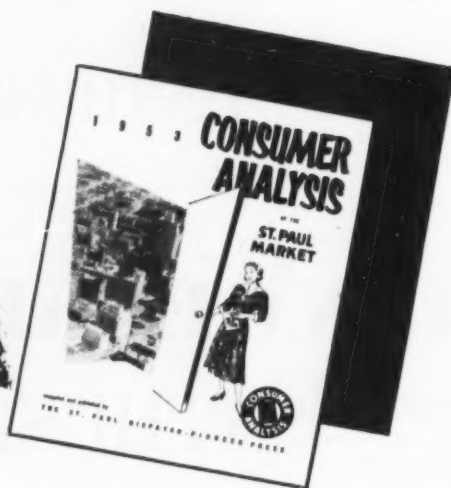
Advertising: Because Bostitch fastening has an endless number of users and potential customers are found in all fields, advertising the company's products presents an unusual problem . . . but here again Sales has solved the problem.

The advertising department works in extraordinarily close cooperation with the sales department. While the advertising manager, Sherman L. Smith, is responsible for initiating and developing advertising projects, Kenneth E. Joy as general sales manager finally passes on all major matters of advertising policy and programming. Collaboration between Joy and Smith is very close, making it possible for Joy to effect a constant correlation between advertising and sales policies.

Because of his close relationship with Sales, Emmet G. Gardner, president, is also advertising-minded, and is consulted on major advertising projects.

Bostitch has been a national advertiser for 22 years. Its advertising has grown from 12 small advertisements in three national magazines and a series of advertisements in two business papers to its present campaign of 68 advertisements of one-half-page size or larger in six national magazines, 110 advertisements in 18 business papers; 10 in Canadian media.

St. Paul Dispatch-Pioneer Press CONSUMER ANALYSIS Now Available



The St. Paul Dispatch-Pioneer Press Consumer Analysis, a study of buying habits and brand preferences of the St. Paul Market, will be sent upon your request. Write Consumer Analysis, Dept. D, or contact your Ridder-Johns representative. Please list classification(s) in which you are interested.

RIDDER-JOHNS, INC.
REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
MINNEAPOLIS
ST. PAUL

St. Paul Dispatch
A RIDDER-JOHNS NEWSPAPER
Pioneer Press



the two sides of every penny spent for sales



E PLURIBUS UNUM

This is the familiar side of the *selling* penny . . . the side that portrays the salesman, who, in the course of selling, strives to bring to one successful conclusion the many related activities of advertising, distributing, servicing.



IN GOD WE TRUST

This is the *buyer's* side of the same penny . . . the side that calls to mind the typical industrial buyer's problems of finding the right information about products, comparing available types and makes, selecting companies to contact.

It is significant that this side of the penny bears the legend, *IN GOD WE TRUST*, for all too often the buyer has no other reliable source on which to pin his faith. He grasps prayerfully at such information as is available, and *trusts* that it is adequate. And if it isn't, Lord help him!

* * *

To us it seems that the industrial marketer has here not only an *obligation* to those who may want to buy his product—he also has an *opportunity*—the opportunity to speed sales at lower unit cost by *helping buyers buy!*

We've been able to help some clients do this. Like to hear about it?



The Schuyler Hopper Company

12 East 41st Street, New York 17, New York LExington 2-3135

"Ditch-Digging Advertising" that Sells by Helping People Buy

* REG. U. S. PAT. OFF.

IN *Akron* KESSLER'S WHISKEY'S

consistent ads
in The Beacon
Journal are
reaching . . .

99.5%

OF THE HOMES

There's no other
medium or combi-
nation of media
that offers so
much for
so little.

Akron

BEACON JOURNAL

For the WRITE line to
GOOD WILL!

INSIST ON

The Original and Genuine

PRESDON

VU-RITER

Patented, Triangular
Shape Fits the
Natural Curve
of the Hand.

Ferber

PEN CORP.
ENGLEWOOD, N. J.



There has been a corresponding increase in the quantity and variety of sales promotional tools, including sales manuals, folders, fliers, broadsides, displays, etc.—all prepared under the direction of Advertising Manager Smith in cooperation with General Sales Manager Joy.

The fundamental purpose of industrial advertising was spelled out in 1937: "To open new markets and induce business to consult Bostitch on fastening problems." This means, Smith explains, that the advertising must be consistently educational: "Today's reader may not be aware that he has a fastening problem, but Bostitch aims to build up in his mind an awareness of what it is doing for others so that he will turn to Bostitch when such a problem does arise."

Another purpose of this advertising, Smith points out, is "to open doors for salesmen." How well this has been accomplished is demonstrated by the fact that 30 Bostitch salesmen recently contributed to an article in an advertising magazine on the value of the company's advertising. The predominant contention was: "I always get a good reception when I am identified with Bostitch."

This accomplishment is due in part to the kind of advertising job Bostitch is doing—but, as Smith points out, it is also due in part to the extensiveness of the advertising and to the fact that the company has been a consistent advertiser for 22 years.

Five Campaigns

Magazine advertising can be divided into five different campaigns on the basis of its purpose.

The consumer campaign in mass-circulation magazines is designed to broaden the demand for the company's desk-type staplers, and to send the reader to "your stationery supplier" to make the purchase.

Despite the fact that the Bostitch line of industrial staplers and wire stitchers includes approximately 800 models, so many people think of Bostitch as a manufacturer of desk staplers only that its industrial advertising starts off with somewhat of a handicap. Advertising Manager Smith describes this with two aphorisms: "It's much easier to give a man a new idea than to change an old one," and "It's hard to get the attention of the man who thinks he already knows what you are going to say."

Another problem which confronts Bostitch industrial advertising is breadth of the potential market. There is almost no line of endeavor,

industrial, commercial, professional or personal, that cannot use something made by Bostitch. To reach all of these fields through specific business publications would be impossible, Smith says. So he tries to reach them through general magazines and news magazines, supplemented by a rather extensive campaign in business papers serving more specialized markets.

Salesmen like inquiries, and the rate of conversion of inquiries into immediate sales is very high at Bostitch—better than 50%. However, the educational job the company's industrial advertising has to do must not be jeopardized by too much effort to produce inquiries, Smith emphasizes. Bostitch therefore is running, in a number of craftsmen's publications, a campaign with inquiry-producing as its primary objective.

Dealer Advertising

The company's dealer advertising is concentrated in two fields: (1) retail stationers who sell office-type staplers; (2) building supply dealers who sell, rent and lend stapling hammers and tackers which are used to install insulation, ceiling tile, composition shingles and similar materials.

Bostitch has no individual who has the title of sales promotion manager. Sales tools are prepared by the advertising department with the collaboration of the general sales manager.

In addition to national advertising there is a constant barrage of publicity releases going to general-circulation magazines and business papers in 22 fields, such as aviation, building and construction, dry cleaning, florists and nurserymen, furniture, bedding and upholstery, gifts, toys and novelties, warehousing, window displays, sheet metalworking, packaging and shipping, printing and book-binding and many others. Donald R. Wall, assistant advertising manager, executes the publicity program through the advertising agency's public relations department, directed by Advertising Manager Smith.

Product Research: It is company policy to broaden its already extensive lines. Although numbers of new ideas come from the centralized research laboratory, many of them are developments which represent the constructive interests of the sales department and the salesmen in the field, who are always on the lookout for new product opportunities.

The research department is comprised of a staff of trained engineers and model makers and machinists.

One new time-saving machine after

**JOHNS-MANVILLE SPINTEX ROCK WOOL—
HOME INSULATION**

For year round comfort, lower fuel bills. Product of one of the oldest, largest insulation manufacturers . . . pioneers in Home Insulation. Scientifically "Blown" by expert crews.



"WHERE TO BUY IT"



UNITED STATES STEEL SUPPLY

Hot Rolled or Cold Finished Bars, Reinforcing Bars and Accessories, Structural, Plates, Floor Plates, Sheets, Stainless, Alloy, High Strength Steels, Tubing, Aluminum, Tools, Supplies and Machinery.



"FOR SERVICE CALL"



SHERWIN-WILLIAMS PAINTS

Paints for all purposes including famous
S W P House Paint,
SUPER KEM-TONE De Luxe Washable Wall Paint,
KEM-GLO Miracle Lustre Enamel.



"WHERE TO BUY IT"



CHEVROLET AUTHORIZED SALES & SERVICE

CHEVROLET
Out-Values...
Out-Sells...
All Others!



"WHERE TO BUY IT"

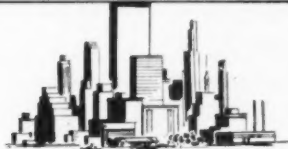


CONGOLEUM-NAIRN

**GOLD SEAL®
FLOORS AND WALLS**
The famous GOLD SEAL is your guarantee of satisfaction or your money back.



"WHERE TO BUY THEM"



*AMERICA'S BUYING GUIDE
FOR OVER 60 YEARS*

Let Trade Mark Service guide prospects direct to your dealers

There's one sure, economical way of getting national advertising to pay off at the community level. Use Trade Mark Service in the 'yellow pages' of the telephone directory as the signpost in every important market.

Trade Mark Service links your trade-mark or brand name with the list of your local dealers. Prospects can then easily find where to buy your branded product or service in their local communities.

Trade Mark Service is the buying guide to keep prospects from getting side-tracked by substitutes. It works 24 hours a day—every day in the year.

You'll find more information in Standard Rate and Data (consumer edition) or call your telephone office



"We developed
3,000 valuable inquiries
with our

PERRYGRAF *Slide-Chart*"



"It has been one of the most successful
sales aids we've ever had,"

says Miss Delphine Byrne, Advertising and Sales Promotion Mgr., H. M. Harper Co.

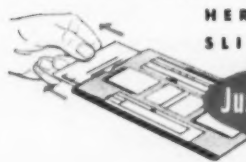
PERRYGRAF Slide-Charts are so related to the product, they appeal only to people who are potential customers. By requesting the Slide-Chart, senders reveal themselves as prospects.

PERRYGRAF Slide-Charts not only secure worthwhile inquiries but also actually help sell. They condense price

information and other product facts into a simple, easy-to-read compact slide-chart.

Where in your sales picture can you use this outstanding sales tool? Send us outline information and let us recommend a slide-chart for you and give you the estimated cost.

Write for Illustrated Booklet "Seven Ways to Help Salesmen Get More Orders."



HERE'S HOW PERRYGRAF
SLIDE-CHARTS WORK...

Just pull a slide...



or turn a disc...

PERRYGRAF SLIDE-CHARTS

Designers and Manufacturers
PERRYGRAF CORP., 1502 W. Madison Avenue, Maywood, Illinois
Representatives in Principal Cities

another has been brought out in response to the needs of industry. Development usually starts with this question from the sales department: "Couldn't this be done faster and better with staples?" Many times development is started in response to the obvious needs of a particular industry—tips from salesmen.

Development today is divided into two parts: development of new machines in response to the needs of industry; adaptation of old models to fit the needs of a particular industry.

Opportunities for the research department are endless. According to General Sales Manager Joy, the uses for stapling are almost universal. The average automobile contains about 3,000 staples. Other products range from baby bassinets to caskets lined or assembled with staples—all of which denote, as Joy says, "uses from the cradle to the grave."

Service to customers: Closely allied with the research department is the customers' service department. Its job is to see if a standard Bostitch machine can be adapted to take care of the requirements of a particular customer. This differs from adapting a machine for an entire industry—although in some cases changes which are made to meet a particular customer's needs have been incorporated into the line when it has been found that the changed machine can be used elsewhere to speed up production.

Each distributor's office has service men who maintain service on all Bostitch equipment in business offices and in industrial plants. It is a well co-ordinated service plan which works more often than not through Bostitch salesmen. When a need for service is called to the attention of the salesman, he repairs the machine on the spot if it is a minor repair. If it is a major repair, he reports it to his headquarters and a service man is sent out.

Bostitch will send service men anywhere in the U.S.A. to install and service such special Bostitch equipment as is used by the shipping container manufacturing industry.

Selling or servicing, the Bostitch sales organization reflects the sales manager's thinking. His job is creative rather than merely administrative. He has the support of top management in his relationships with company line executives, and takes a broad over-all approach to the problems of increasing distribution efficiency. This in turn stimulates sales and service personnel to apply ingenuity, invention and resourcefulness to the solution of daily problems of the business and to the long-range growth pattern of the company.

SALES MANAGEMENT

Mr. Bernard Castro
PRESIDENT
CASTRO CONVERTIBLE CORP.
Tells:

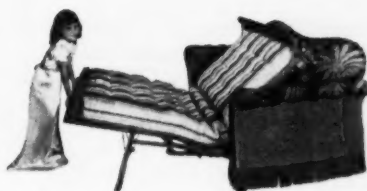


**"How Railway Express
helped us expand
our business"**

"In building Castro Convertibles, we are concentrating on high-quality convertible furniture that is beautiful, functional, simple and easy to use.

"Ours is a young but fast-growing business. In the early stages of development, Railway Express helped us put our shipping operation on a regular-schedule basis. Now we are able to tell a customer exactly when to expect delivery. This is a very important aid in creating customer confidence, avoiding complaints, and building a new market.

"Because our Convertibles contain precision-built mechanisms, they must be handled with care to prevent damage or soiling of the fabric. We are always sure of safe, careful handling, and fast, door-to-door delivery when we ship Railway Express."



If your product requires careful handling, prompt pickup and fast delivery, call Railway Express. You'll find it always pays to...

use the complete shipping service...



No size or weight limit • Pickup and delivery, within prescribed vehicle limits, in all cities and principal towns • Liberal valuation allowance • Receipt at both ends • Ship collect, prepaid, paid-in-part, or C.O.D. • Ship by Air Express for extra speed.

People and their Ideas



CARTER

Samuel Carter, III, radio and TV supervisor, has been elected v-p of Sullivan, Stauffer, Colwell & Bayles, Inc. . . . **C. Duffield Clarke** has been named gsm, Fountain Division, The Charles E. Hires Co. . . . New sm of the recently-established Giftwares and Institutional Supply Divisions, Ekco Products Co., is **Henry Casey** . . . In a complete realignment of the sales organization of Brown-Forman Distillers Corp., **J. Gordon Baquie**, executive v-p, was named chairman of the company's marketing committee and executive director of sales for open states and exports . . . **Charles W. Kline** has been appointed New England Division manager, Boston Woven Hose & Rubber Co. He'll be responsible for the N.E. sales force.



BANTA

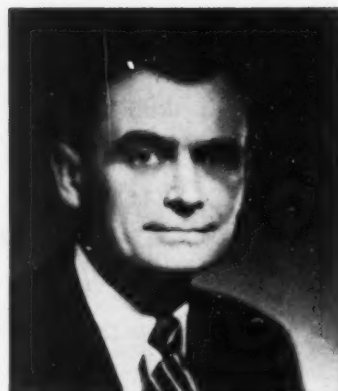
James E. Banta has been named general manager, Motor Products Department, Sun Oil Co. He started as a service station attendant.

Winner of the annual Public Relations Award of The Federation for Railway Progress is **Mrs. Denny Griswold**: She pointed up, editorially, "... a fuller appreciation of the need for improved public relations in the industry ..." . . . New sm, Electro-Alloys Division, American Brake Shoe Co., is **Paul L. McCullough, Jr.** . . . **Paul H. Hill**, former director of sales for Nesco, Inc., has been named v-p, Paxton and Gallagher, large midwestern wholesale distributor . . . New general manager, Birmingham Committee of 100, is **Harry Bradley** . . . **Arvo Aho** has been named merchandising manager, Tire Division, The Dayton Rubber Co.



MRS. HALDERMAN

Mrs. Eleanor C. Halderman has been appointed home editor, *Capper's Farmer*. She was, at one time, editorial director, Pillsbury Home Service . . . **John W. Schoen** has been named v-p and gsm, R. G. LeTourneau, Inc. . . . New eastern sm, Simoniz Co., is **Donald E. Cluck**; new central sm is **C. Paul Amerman**; **William A. Chelew** will be western sm . . . Recently elected v-p of Esterbrook Pen Co., is **Robert N. Wood**. Formerly a v-p in charge of sales, Wood now becomes a general officer . . . **Walter E. Wright** has been named sm, Chemical Division, Koppers Co., Inc. . . . **John S. Gallagher** has been named advertising manager, The Babb Co., Inc. . . . Appointment of **Colin J. Cruickshank** as advertising manager, Modernage Furniture Corp., has been announced.



NIELSEN

H. Richard Nielsen has been appointed sm, Air Conditioning, Servel, Inc.

A Look at the Future

A nation-wide clinic of American and Canadian milk and dairy plant operators, held recently in Cincinnati, got some Grade A talk on sales fundamentals: Said **B. F. Schapker**, Cincinnati economist and market analyst: "A dynamic age is revolutionizing living habits in the U.S. and those serving consumer needs must realize that slowly but surely this impact will affect all of the people. Fortunately, the average American has been able to earn more money despite higher taxes and inflation. This has enabled the consumers in this country to become the biggest buying force in the world. When you realize that in 1952 disposable income after taxes amounted to about \$340 billion, the ability of consumers to buy assumes staggering proportions." Schapker expects: "bobby-sox" teen-age group to increase by 33% within the next 10 years; more oldsters—20% more by 1960. "To those in manufacturing and distribution this means that they must do the strongest selling job they have ever done."

. . . and One at the Present

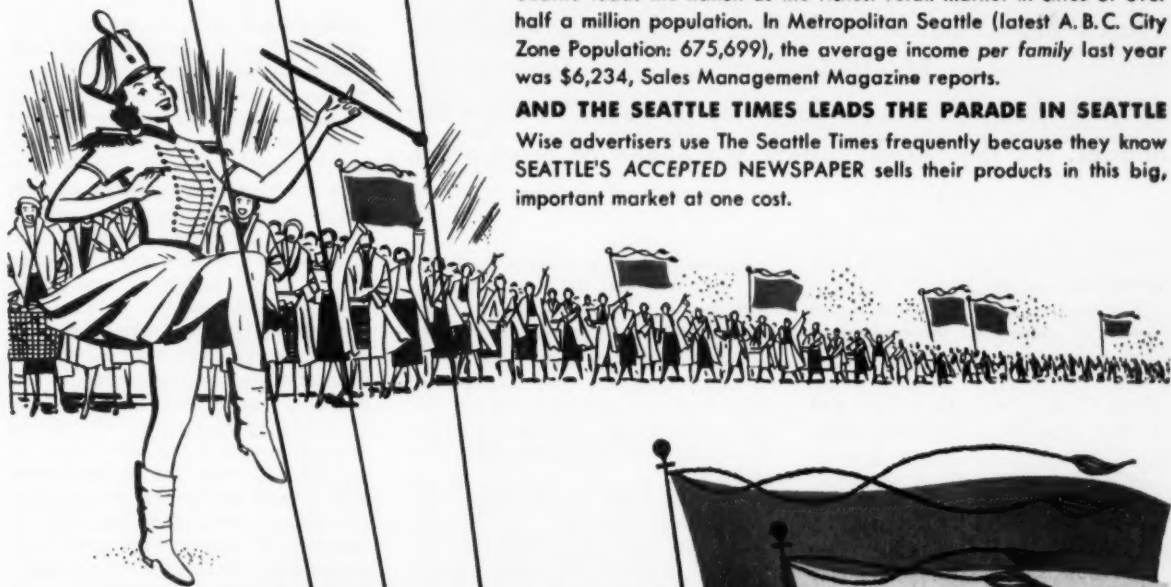
George P. Gundlach, consultant to the dairy interest, took a closer look at the selling picture: "The 1953 American businessman must make up his mind that he has to sell if he wants to survive. The sooner he realizes he is in a buyers' market and will perhaps stay there for some time to come, the quicker will come the attainment of such necessary profits so vital to maintain the integrated operations of manufacturing and distribution in a sound, wholesome condition . . . It is my judgment that 'anemic salesmanship' is a fundamental diagnosis of this current weakness (poor profit records)."

SEATTLE HOUSEWIVES LEAD THE PARADE IN BUYING POWER (FOR THE ENTIRE NATION)

Seattle leads the nation as the richest retail market in cities of over half a million population. In Metropolitan Seattle (latest A. B. C. City Zone Population: 675,699), the average income per family last year was \$6,234, Sales Management Magazine reports.

AND THE SEATTLE TIMES LEADS THE PARADE IN SEATTLE

Wise advertisers use The Seattle Times frequently because they know SEATTLE'S ACCEPTED NEWSPAPER sells their products in this big, important market at one cost.



THE SEATTLE TIMES



SEATTLE'S ACCEPTED NEWSPAPER

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cover a **BIG** market
with a **BIG** newspaper



DEMONSTRATOR: Magna's 25-lb. 1/4-size drill goes to meet prospects . . .



BEFORE a Shopsmith salesman sells Magna's new tool, he explains a new concept in drilling, especially suitable for short runs. He does it with blocks . . .

Quarter-Size Model Cracks Market For an Improved Machine Tool

Words alone couldn't sell this flexible and adjustable drill designed by Magna Engineering Corp. The tool was too heavy to cart around for demonstration. So came the midget. It's the reason orders are ahead of production.

The product: A new machine tool. Specifically, a new type of drill.

The problem: How to convey to prospective users what this tool might produce for them in benefits.

The company is Magna Engineering Corp., Menlo Park, Cal., and the new tool came into being about a year ago.

Says Paul Jones, who is in charge of the drill project: "We concluded that the only sound answer was demonstration."

But how can a company achieve a flexible and comprehensive demonstration of a massive and weighty tool which it wants to show in 50 places at one time throughout the U.S.? To set up demonstration units at key points is only half the answer, because often key prospects cannot be persuaded to come in to view a demonstration.

The upshot was the design of a quarter-scale model of the Magna Drill which weighs only 25 pounds with its case, and is as easy for a

salesman to carry as an overnight bag.

To understand the simple and direct approach Magna uses to solve a complex sales problem which often involves group presentation, it is necessary to look at the product, the main problems involved, the market, typical prospects and their problems, Magna's distribution setup and sales techniques.

Drilling machines are among the most widely used tools in industry. Wherever metal is worked they are required, whether in a vast plant or a small machine shop. One of the limitations of special-purpose drilling equipment in the past has been its inflexibility. Only custom-built equipment could overcome this, but custom-building is so expensive that it is justified by very large or continuous production runs only, as, for example, in an automotive parts plant.

A second limitation, Jones points out, was that if a manufacturer wanted a design change in his product which involved special-purpose

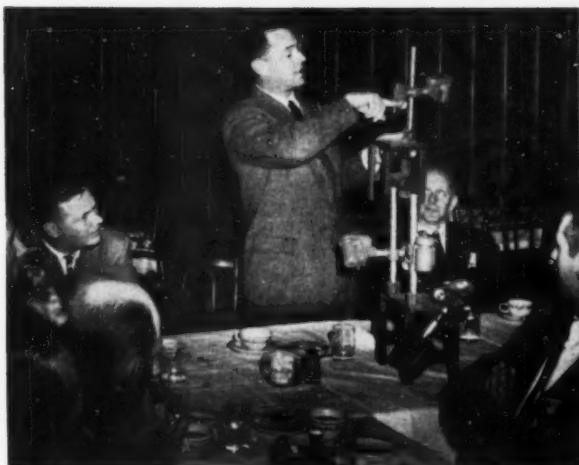
drilling equipment, so much tooling expense was required that a high premium was put on design improvement.

Magna Drill breaks through these limitations. As the company announces in its literature, it is "the first machine tool to make possible quick, accurate setups for multiple drilling in more than one plane."

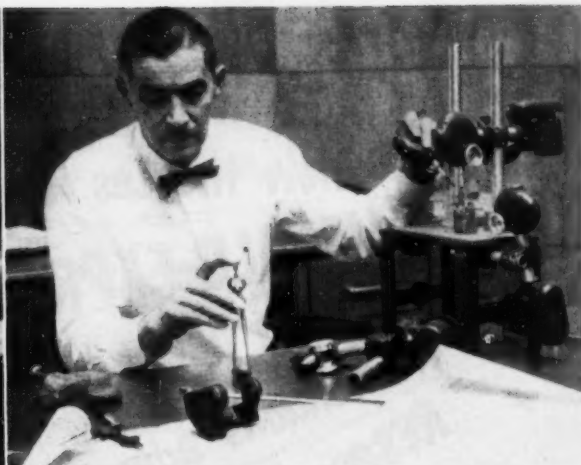
The new flexibility for production drilling is obtained by Magna Drill, Jones says, because it is "a new type of drilling machine with adjustable throat, verticle or horizontal mounting complete angular freedom, and packaged power feed; the drill head is driven by a 'timing' belt passing through a connecting tube."

It is big news for industry that plants with smaller or shorter runs can have the production economy obtainable for big or continuous runs through the employment of specially-built equipment. Magna Drill, with all its flexibility, can handle economically runs of a few thousand.

What this means is that Magna had to sell not only a product, but a new concept of drilling. "It was plain," Jones emphasizes, "that we had to put over a philosophy of production as well as a machine." This philosophy involves a simplified setup: It removes all former limitations on locating drills or similar tools in relation to workpieces. It points to



NOW a satisfactory demonstration can be staged in a social atmosphere . . .



WHILE a design engineer works out a tooling problem with the Magna model, benefiting from seeing work in three dimensions . . .

swifter design changes: "Magna Drill can easily be re-set for other, different operations without special tooling." It presages greater competitive equality between large and small-scale production: "Magna Drill makes the production economies and reduced labor costs of automatic simultaneous multiple drilling economically practical and physically available for even modest runs in any shop of any size."

What is the market for this tool? Who are prospects? Potential customers are in every industry of any size engaged in metal working; producers of anything that calls for a metal-drilling operation. Any firm, from the vast General Electric producing unit in Schenectady, N. Y.—a Magna customer—to a one-man machine shop, is a potential customer for the company. Magna has a story to tell to a huge automobile manufacturer such as Chrysler, or Ford, which may have production runs up to 5,000 units a day. It has an even more revolutionary story to tell to smaller unit volume companies, such as Douglas, or Republic Aviation—also Magna customers—whose production may not exceed 5,000 units a year.

Large and small manufacturers alike have been hampered in their efforts to offer consumers design improvements by the expense of re-tooling, by time delays and materials shortages. These manufacturers, it might be reasoned, would be receptive to the Magna story.

But men who represent the first point of contact may be so saturated with the old production philosophy that they are opposed to change. Jones



THEN, too, the 1/4-size drill saves space and enables Magna to stage many setups at trade shows where working models are a "must."

puts it this way: "Many are so accustomed to the verticle spindle drilling units in which you drill one hole, re-position the part, drill the second hole, and so on, that our story sounds incredible. If we get a chance to *show* it, the light is instantaneous."

Since it would take hours to tell what demonstration shows in 15 minutes, Magna made demonstration the key to its sales program. From the time of the first introduction of Magna Drill last spring the company has virtually insisted that distributors who handle the drill have a complete operational setup in their showrooms.

"A good sales engineer, making a visual presentation of a conventional drilling machine," Jones points out, "might sketch the action and get the story over. The action is basically two-dimensional. But Magna Drill action is three-dimensional. Therefore, it requires three-dimensional visual presentation to give the complete picture."

Obviously this is a good argument to sell the distributor on the need

for an operational setup in his showroom, and for making demonstration the heart of his selling.

Machine tool distributors are dealers in the normal sense of the word. They sell direct to industrial plants. The distribution territory is the entire U.S. Magna has four highly-trained technical field men who work with distributors, and two more men are being trained for two new proposed territories.

Strategically planned though the sales territories are in relation to markets, it may still be necessary for a distributor to operate over a 500-mile radius. The problems involved in getting a prospect to witness a showroom demonstration, or in taking the mountain to Mohammed as a hot prospect develops, are equally formidable. In these cases the 25-pound quarter-scale model of the drill completes the demonstration program.

The model is an exact reproduction of the big machine. It is accurately detailed to show what Magna Drill is and can do. All its parts are com-



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them from the
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EXPRESS

The Los Angeles Evening

Los Angeles FIRST Metropolitan Newspaper

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Maloney, Regan & Schmitt, Inc.

pletely adjustable, with Allen set screws. It is rugged, firmly mounted on a $\frac{3}{4}$ " plywood base. And it has a well-designed, maroon-red fiberglass carrying case. Its price to dealers (\$50) is well below cost. Magna has 42 four-spindle models in use, which do considerably more than the single job of supplementing demonstration.

With the creation of this model the company was able to wrap up its demonstration program into a combination full-scale unit on the floor of the distributor, with the quarter-scale model which the salesman could take to the customer who could not be brought in to see the actual machine. Because it is accurately scaled the salesman is able to make an actual quarter-scale setup for a given part, to demonstrate at the same time the principle involved and the benefits to the prospective user.

How Salesman Works

Let us follow a Magna distributor salesman in his work with an actual prospect:

Usually, the contact Magna first seeks in a firm in order to present its story is the man in charge of tooling. He is most directly concerned with producing a given item at the lowest possible cost, with the highest possible efficiency. Others who may have to be sold later are, probably, the shop superintendent, and one or more head mechanical men who would likely have a less specialized technical background. This would apply to top executives who also would have to be convinced. For the latter, dollar savings and competitive advantage would be the main arguments, rather than technical superiority.

The salesman we are shadowing is one of the top men of a Magna distributor in an eastern industrial city. His quarry is the X Company. One of the company's plants makes carburetors.

Magna had shown the new drill at the ASTE Exposition in Chicago. Magna men met at the Exposition the man who heads the tool designing section of the X Company. They arranged for him to see a thorough demonstration of Magna Drill at the show. He was shown one special setup, and with the aid of the quarter-scale model, was given an insight into the unlimited possibilities of the tool.

The man was impressed. Magna might have dropped everything there, believing that in time he would sell

his fellow executives and top management. But that is not the way Magna works. The next step was to call in the other half of the team, the distributor nearest to the X Company and to suggest an immediate follow-up. With a great deal of hard selling the distributor might, in time, have been able to get the other X key men in to view a demonstration. But with the model, this was speeded up.

With the cooperation of the original contact, the distributor immediately arranged for a group demonstration at X Company's plant. Brought in for the presentation were the works manager, the master mechanic, the plant superintendent, and key management men. The demonstration told the basic story: that with Magna Drill components they could assemble a unit to drill any given number of holes in any number of planes at one time, and that the machines could be altered at any time for a comparative operation.

It was possible to show that by applying Magna Drill to the X Company's production operations money would be saved. Cost of a custom-built setup to accomplish a like result would be about three times the cost of Magna Drill. Added to this was the fact, also demonstrable, that the Magna machine was completely re-usable, that it could be adjusted for design changes on the part or parts under demonstration with little loss of time and negligible cost.

The order, when it came, called for a 43-spindle installation. The amount of the order is larger than average but the approach and handling, are typical of Magna teamwork and distributor follow-through, which is as thorough and well-planned for as large as for a large deal.

Magna executives and distributors



are understandably enthusiastic over the performance of the model. It has done more for them than they anticipated. It has helped to sell distributors (1) on handling the drill; (2) on the full Magna demonstration program in selling it. It has proved invaluable at exhibits and trade shows. Most, if not all, of these call for full-size setups of the actual machine; but the drill has so many applications to so many different industries and operations that, by themselves, even the actual machines cannot quickly tell the story to every prospect.

Space-saving Display

"It would be impractical," Jones comments, "to ship a dozen of the big machines to a show to demonstrate that many applications. We set up one or two, then have a background of 12 or more shadow boxes with the quarter-scale model set up to demonstrate the different operations." Distributors use the same technique in staging large group showings in their areas. Programs which utilize the scale model have been the first step toward persuading prospects to make a trip or to take the time to see a full-scale demonstration. Many ask to see the machine itself.

But the model does more than sell: It sells itself. This came as a surprise to its creators. Technical men in companies involved in tool planning or design problems, who had heard about, who had seen, or who had been sold with the aid of the model, began to ask to borrow it to help solve their own problems. For example, a design man has a part with X number of holes. He may make endless sketches and experiment with them until he gets the result he is after. But with the Magna Drill model and soap sculptures, these men discovered, they could get results faster—and have something three-dimensionally visual to show to others.

"It looks as though we're going to have to make the model available to industry men for their own use in solving their problems," Jones says. Interest of the company's customers in this aspect has been so great that it has responded by producing a set of quarter-scale templates so that customers may trace through and have quarter-scale drawings of any conceivable setup.

What are the results in sales of the Magna Drill? "It has sold as fast as it can be produced. We are still back-ordered," Jones reports. "We're only now beginning to catch up."

SELL MORE IN THE SOUTH'S No. 1 State!

*A Lucky Strike
in the
Camel City**

* Winston-Salem
is the home of
R. J. Reynolds
Tobacco Co.



1/5* of
North Carolina's
Population Reside in

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WSJS

15-COUNTY
MARKET

*738,700—S.M.

1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, **FIRST** in the morning—**FIRST** in the afternoon—**FIRST** in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.



"This 45 second TEA-KETTLE speed test sells more GAS ranges"

... says

MR. MORT FARR

National Appliance Dealer of Super Dorky, Minneapolis, and past President of GAMA.



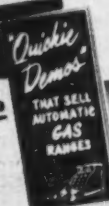
"Demonstrations always pay off"

"Put a whistling tea kettle on a hooked up gas range on your floor and ask your prospects to turn on the burner. (Use 1/2 cup of water). Before kettle starts to whistle (in about 45 seconds) talk beauty of design, heavy insulation for cool kitchens, cleanliness and other features. When kettle whistles, ask prospect to turn burner to low heat and show how food is kept at rolling boil with 1/2 the amount of gas. This leads into the instant heat on and heat off advantages, vitamin and mineral saving, no boil over, 30% less

shortage, low operating cost, lifetime burner guarantee and the pay-for-itself story."

For details on this and 31 other profit making demonstrations get the FREE booklet "31 Quickie Demonstrations That Sell More Gas Ranges." Ask your distributor, factory representative, utility, or mail the coupon NOW.

With two out of every three gas ranges now in use more than 12 years old, you can close a lot more sales for top of the line models when you show the difference with a dramatic floor demonstration because...



They don't "walk out" when you demonstrate Automatic GAS Ranges!

Only GAS ranges give you

Highest Profit Margins

Most Exclusive Features

- Washable Enamel
- Lifetime burner guarantee
- Fresh Air Design
- Flame-Retard Floor
- Instant "on and off" heat
- No "chuck" for the house

Greatest Acceptance

- 30,000,000 homes cook with gas

Biggest Unit Volume

Easiest to sell replacement market

- 30,000,000 gas ranges in use, 22 years old

BIG Nation-wide Profit Promotions Like These:

1. Full Schedule of National Ad Every Month
A 30-second feature with top color photo of every consumer magazine will bring you sales from 400,000 to 1,000,000.
2. Cash in on the Cardinal of Gas Cooking
A 30-second feature with top color photo of every consumer magazine will bring you sales from 400,000 to 1,000,000.

Write to Dealer or ask your Gas Range Manufacturer, Distributor, or Gas Utility

Gas Appliance Manufacturers Association

60 East 42nd Street, New York 17, New York

* Please send me your FREE booklet, "31 Quickie Demonstrations That Sell More Gas Ranges."

NAME _____

STREET _____

CITY _____ STATE _____

THIS gas range advertisement will appear in 10 dealer publications—including Electrical Dealer and Electrical Merchandising. It's to spark...

It's Sales Training

The two-color advertisement at the top of the page is one of a series Gas Appliance Manufacturers Association, New York, will publish in dealer magazines in April. Then single page ads are scheduled through the balance of the year. "With these ads," says W. T. Trueblood, Jr., chairman of GAMA's 'Operation Sales,' "we intend to bring sales training right into the dealer's store. Each ad will describe a short demonstration which can be learned by the retail salesperson in a matter of minutes. These 'quickie demos' will spotlight for prospects the features of the modern automatic gas range."

In addition to business paper advertisements featuring demonstration copy, GAMA will distribute demonstration booklets containing all of the demonstration tips and directions appearing in the advertisements.

"The whole idea of this 'selling by doing' campaign," says Trueblood, "is to bridge the most important three feet in sales—the distance between buyer and seller."



... retailers' in-store demonstrations of product features.

SALES MANAGEMENT

ACB PROVIDES Current Advertising and Marketing Information from 1,393 Key Cities



The ACB Retail Store Advertising Report Service

Gives quick, accurate information on the newspaper advertising you ought to see . . . advertising by your own dealers . . . your competitor's dealers . . . can include national advertising as well as test campaigns if desired . . . you specify the territory to be covered and brand names to be reported on . . . widely used by merchandisers whose goods are sold through retail stores.

● This service is sometimes called "Dealer Tie-In Reports." Use it for a single city—or for any and all the 1,393 U. S. daily newspaper markets. You specify what territory you wish covered, and which products or brands are to be included.

Then as ACB reads the daily newspapers, it marks and reserves any page containing an advertisement called for by your coverage.

After each advertisement is analyzed and measured, a report is typed covering all advertisements collected. The information usually desired in these reports includes the following:

- A) City and State B) Publication
- C) Date of Issue D) Name of Store
- E) Brand Name of Product
- F) Price of Product Advertised
- G) Size of Advertisement

A summary is included as part of the report and shows overall totals or "Number of Ads," "Total Linage," etc.

In addition to "Retail Store Reports" described above, ACB offers the following Services:
Tear Sheets . . . Schedule Listings on National Advertising . . . Linage Reports on National Advertising . . . Cost of Space reports on National Advertising . . . Paste-ups for Salesmen . . . Unduplicated "Ad" Service . . . Outstanding & Representative Ads . . . Dealer Mat Service . . . Scrapbooks . . . Position Reports . . . Radio & TV Log Listings . . . Advertised Price Reports . . . Dealer Cooperative Advertising Services . . . Brand Mentions . . . Magazine Clipping & Space Reports

WHAT ADVERTISERS ARE SAYING ABOUT THIS HELPFUL NEW 48-PAGE FREE BOOK

Some months ago ACB announced the publication of a new book. We called it a Catalog because it contained a detailed description of ACB's 14 Newspaper Research Services with case histories of how many companies use these ACB Reports to their advantage. But it is more than that—it tells how to find out a variety of basic facts needed in advertising and merchandising with some 22 pages devoted to directory and tabular material.



This book has been received with unusual enthusiasm:

*"Praise from Caesar is
Praise Indeed"*

The Research Director of one of the largest advertising agencies advises ACB as follows:

"Please send me 80 copies of your catalog of ACB Research Services. I would like to send one to each of our account executives together with a memorandum pointing out how the ACB Services could be of possible value on each individual account served."

A commercial artist relates the following:

"We did quite a lot of artwork on the ACB Catalog and I was showing it to a large advertiser as a sample of our work. The advertiser studied it closely—then called his secretary and asked her to send to ACB for two copies for his own use."

Miscellaneous comments and acknowledgements run like this:

A nationally known appliance manufacturer says: "You really hit the bullseye" . . . the advertising manager of a world-famous stock feed concern writes: "I passed it around in our organization" . . . a nationally advertised food product: "It's excellent!" an agency writes: "Send your catalog to our client (in the wearing apparel field)" . . . and many similar comments.

A Good Job "Well Done"

Here Advertising Checking Bureau wishes to make its own acknowledgement. Much of the usefulness of this book is due to the thorough understanding of the problems of advertisers and agencies in modern merchandising. In conjunction with key people at ACB, the catalog was planned, written and produced for ACB by Harris & Bond, Inc., advertising agency, Chicago, who have handled our general advertising since 1940.

Your free copy is ready to mail!



ACB SERVICE OFFICES

New York	79 Madison Avenue
Chicago	18 S. Michigan Avenue
Columbus	20 S. Third Street
Memphis	161 Jefferson Avenue
San Francisco	51 First Street

and now **VOLUME 2** of...

NEVER BEFORE

HAS SUCH A COMPREHENSIVE SALES PORTFOLIO BEEN CREATED FOR DOMESTIC ENGINEERING CONTRACTOR-DEALERS TO HELP THEM PLAN AND EXECUTE YEAR 'ROUND SALES CAMPAIGNS — TO HELP THEM SELL YOUR PLUMBING, HEATING, AIR CONDITIONING, AND APPLIANCE PRODUCTS TO HOMES, FARMS, COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL STRUCTURES.

Domestic Engineering's **BAY CITY STORY**

The action-packed sequel to
the most **NEED-REVEALING**
study ever made of the multi-
billion dollar

MODERNIZATION MARKET

Read how you can sell your products to
thousands of remodeling jobs the country
over.



Volume One of Domestic Engineering's Bay City Story has aroused contractor-dealer interest in the multi-billion dollar remodeling market to the highest point in industry history.

Now, manufacturers, wholesalers, and contractor-dealers *know* that modernization is a market for today, tomorrow, and every day in the future . . .

. . . a market willing, waiting, and able to buy new kitchens, new bathrooms, new laundries, new heating systems, air conditioning, and all related specialties and accessories . . .

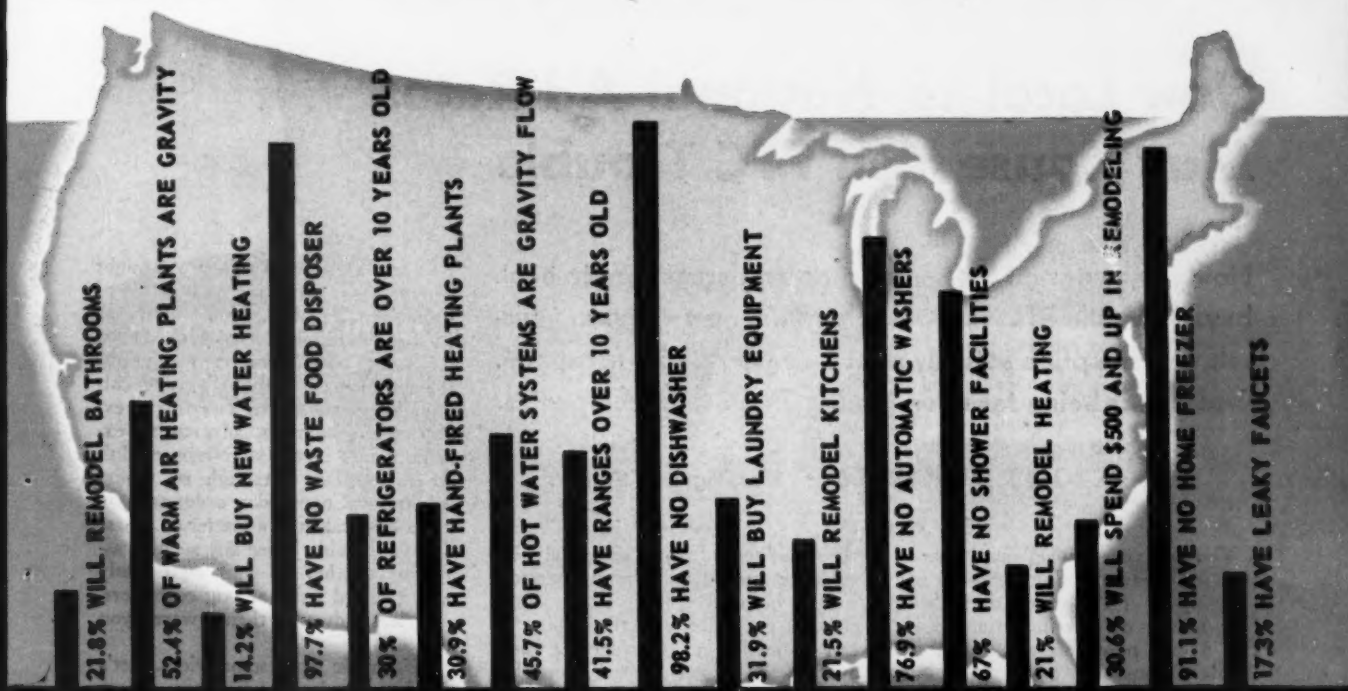
. . . a market not subject to fluctuation nor complicated by new construction competitive factors . . .

. . . a market of year around activity and of big, dependable profits.

Volume Two of Domestic Engineering's Bay City Story—the most comprehensive sales portfolio ever created for domestic engineering contractor-dealers—is now in the process of distribution. This portfolio is your key to the remodeling market, your means for a new kind of wholesaler and dealer cooperation that will put your products in the forefront of sales campaigns everywhere, aimed directly at the modernization market.

The Domestic Engineering Modernization Sales Kit contains everything the contractor-dealer needs—newspaper ads, radio commercials, direct mail pieces, display material, news releases, plans and layouts, modernization case studies, a concise report on finance plans, time-tables, and a procedure manual—to move quickly and effectively into big remodeling activity. The kit is being released in quarterly sections to keep dealer promotion at a high level the year around and to time sales activity to seasonal interests and demands.

The kit for the first 3 months is now ready for distribution. Get the facts about it and about Domestic Engineering's plan for manufacturer cooperation today!



If you sell Plumbing, Heating, Air Conditioning or Appliances

THIS is your MODERNIZATION MARKET!

Until Domestic Engineering completed its history-making Bay City Survey, manufacturers, wholesalers, and contractor-dealers knew only that the remodeling potential was gigantic, but they did not know just how big it is, nor did they know how to measure it in terms of individual communities. Specific needs in bathroom, kitchen, laundry, heating system, and air conditioning products were a matter of conjecture. Property owner interest in remodeling was wholly unexplored as were buying intentions and ability to buy.

The Bay City Survey* changed all that. It not only measured the market for size, it also established the yardstick with which contractor-dealers everywhere could estimate their own community potential in specific product and unit needs. It showed the degree of property owner interest in remodeling to be at an unsuspected high level; and it established ability-to-buy factors that make it easy for contractor-dealers to gauge the degree of selling and promotional effort necessary to convert potential into sales. Charted above are some of the Bay City findings that can be projected for almost every community in the U. S. If you sell plumbing, heating, air conditioning or appliances, this is your modernization market. It's not the

complete picture, of course, but Volume One of the Bay City Story which gives the complete picture, is available to you to study with your products in mind.

Domestic engineering contractor-dealers the country over have the Bay City facts and are right now making plans to go after modernization business as never before. Volume Two of the Bay

City Story—the Domestic Engineering Modernization Sales Kit—makes it easy for them, and you, to get this business—

—and here's how to put your products into the selling hands of alert contractor-dealers who are launching sales campaigns that will show property owners how "It Pays Five Ways to Modernize":

THE DOMESTIC ENGINEERING PLAN FOR KNOWING AND SELLING THE GIGANTIC AMERICAN MODERNIZATION MARKET IS READY TO GO TO WORK FOR YOU . . . HERE'S HOW TO USE IT. . . .

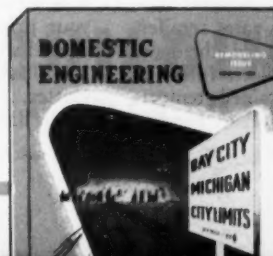
Knowing a market is, of course, the first essential in making a plan to sell that market. The basic Bay City Story gave you the facts on the Modernization Market and the Modernization Kit provides manufacturers, wholesalers and contractor-dealers with the means for working together to do an organized job of selling plumbing, heating air conditioning and appliances for remodeling in all types of structures. Manufacturers and their advertising agencies can use the market data to visualize the possibilities of specific products and to better key their sales and advertising efforts to wholesaler and contractor-dealer action. Manufacturers and agencies can use the Modernization Kit to develop their advertis-

ing and sales approaches, supplying specific illustrations of bathrooms, kitchens, laundries, heating and air conditioning equipment and all related products to wholesalers and contractor-dealers.

Thus the entire industry . . . manufacturers, wholesalers and contractor-dealers . . . collaborates on the one common objective of continuously selling the modernization market on a year around schedule and with uniformity of purpose and materials. Get the facts on this plan now! Put your products into thousands of modernization jobs through the domestic engineering contractor-dealers who are concentrating on this always-active, always-profitable market.

* The Bay City Survey was made under the direction of Dr. Charles L. Allen, head of the Market Research Department of Northwestern University. A staff of 40 interviewers worked for a solid week calling on homes, farms, commercial, industrial, and institutional building owners and managers to secure the first comprehensive survey of the modernization market.

First details of the Bay City Survey appeared in the November 1952 issue of Domestic



Domestic

1801 PRAIRIE AVE.,

Engineering

CHICAGO 16, ILL.

Engineering. A limited number of copies still available to manufacturers and their agencies.

How Local vs. National Ad Rates May Cause You FTC Trouble

Now you can grant the same co-op ad percentage to each buyer, but the FTC may rule that you must concern yourself with the price actually paid by each retailer for space. Evidence is being taken on the Big Three soap companies.

BY JEROME SHOENFELD • Washington Editor

You and your lawyer may suppose that your way of financing co-op advertising is FTC-proof, that there isn't a hint of discrimination in it. But a case now before the Federal Trade Commission, or a similar one in the future, may force you to change your operations.

It's an old story that retailers charge their suppliers more for advertising than they pay the newspapers. They pay local rates, but are reimbursed by suppliers on the higher national rates. Moreover, a chain store's advertising dollar goes farther, buys more space, than the independent's. A complaint made by the FTC says, in effect, that a manufacturer who thinks he's treating all customers alike, finances too much linage for the chain, or too little for the independent.

A Stormy Case

The case, which has been stumbling from hearing to hearing for years, was filed against three major soap companies: Lever Bros. Co., Procter & Gamble Co., and Colgate-Palmolive-Peet. As usual in Clayton Act complaints, there are many accusations. It is the one about advertising payments versus costs that is new.

It may seem queer to describe as stormy a case which drags on for years, leaving an accumulation of bulky volumes the mere location of which in the FTC building is hard to keep track of. Curiously, this monotonous bulk expresses the strong feelings of the contestants. Rarely, as in most cases, could the lawyers agree on facts; the propriety as evidence of almost everything any witness said was challenged; as the rates retailers paid slipped into the record, the opposition moved, often successfully, to erase them, which strained tempers and used up time and paper. Finally,

the examiner ruled out almost all the evidence on cost and the exasperated FTC lawyer, John York, first charged prejudice, and then quit the case, allowing a colleague to take over. If the point is omitted from the examiner's report, it probably will be presented directly to the Commission in appeal. In the course of hearings, Procter & Gamble had negotiated settlement on it, but the examiner objected.

What Law Says

The law merely says that promotional help must be offered to all outlets on "proportionally equal terms." To say that the money you pay must be "proportional" is meaningless, literally; there has to be something for it to vary with. Early in the game, the Commission decided, partly from scraps of explanation during the debate in Congress, that it be proportional to sales. You could, that is, finance \$100,000 advertising by a \$1-million dealer, and \$10,000 by a dealer with \$100,000 volume. If you gave all of your customers a 10% advertising rebate and then forgot it was for advertising, demanding no accounting, you were in the clear. You had cut prices uniformly by 10%, which certainly is legal. It's when you start asking how the money is used that you wander into unexpected complications.

Suppose that you offer every customer 10% allowance for newspaper advertising: Obviously, you think, you're not discriminating against any of them. But you don't want this rebate merely to underline the fact that your prices are below list; you need the advertising and insist on getting it. That's where FTC or, for that matter, a disgruntled dealer suing for triple damage may get you.

There are several things you might demand in return for each \$100 of promotional money. You might ask for a given number of advertisements, specifying nothing more. You might require so many lines of copy or column inches of space. You might expect the customer's advertising expenditure to match your rebates, dollar for dollar. Although no Court opinion or Commission order says so, it has been taken as a matter of course that you could choose any such measure, or another of your own. Only if you varied rules among customers, and not always then, were you unsafe.

Arithmetic plays some tricks. Let's say that you demand linage in return for promotional allowances. That brings the linage and allowances into proportion, customer by customer. Since the allowances already are a fixed percent of sales volume, all three must vary together. In some cases, this just didn't work out. Drug stores couldn't hire cosmetic demonstrators in proportion to either without vivisection, which is not only criminal but impracticable; often rebates to the poorest outlets are too small for any newspaper advertising. This forced the Commission to break its tacit rule by allowing what are called "substitute services."

Lever Bros. Case

The cases against the three soap companies are fairly similar so that, rather arbitrarily, Lever Bros. may be taken as an example. Its salesmen offer grocers annual contracts, which set rebates to the amount of soap they buy. The retailer agrees to advertise Lever soap nine times—three times in each succeeding four-month period. An independent checking service scans the newspapers for the advertisements, sends the scores to Lever, which pays up in cases of soap. There are additional arrangements for paying grocers who aren't under contract as they show their advertising clippings to visiting salesmen.

Abe Fortas, Lever Bros. lawyer, got it clearly on record that each arrangement was open to every customer, and that there was some arrangement any grocer could afford. The owner of a dingy closet, more

In
CHICAGO, ILLINOIS
(pop. 3,620,962)

Supplying Chicago's expanding growth areas are many lumber and building material supermarkets like Gee Lumber Company.

or
CLOVIS, NEW MEXICO
(pop. 17,318) . . .

At Clovis, New Mexico, this BSN lumber and building material supermarket serves a wide area—residential, farm and ranch.

**... Where can
you find
better dealers
than these?**

If you aren't already acquainted with today's lumber and building material supermarkets — the preferred one-stop buying source of a steadily increasing number of home service products — you should be!

In metropolitan shopping centers or thriving small town markets (where cost of traveling salesman is prohibitive) building material supermarkets supply the needs of 100,000 contractor-builders and 46 million families and farmers. They are ever alert to new lines and products—the buying center for the "Build-it-Yourself" market.

There are more than 20,000 building material dealers reading BSN—and they average \$356,000 of sales annually . . . many of these the biggest merchants in their communities with annual sales in the millions.

If you manufacture adhesives or axe handles, flooring or floor polish, homes or home appliances, hand tools or power tools, garden seeds or garden furniture—let us tell you how you can get them to the buying attention of BSN's dealers who sell—and don't overlook BSN's more than 2,000 top wholesalers!



**BUILDING
SUPPLY NEWS**

5 South Wabash Avenue, Chicago 3, Illinois

stand than store, could claim his allowance by printing a handbill; if he went to the expense of printing, it was figured, he'd distribute it. There were independents under annual contract and chains that offered no promotion of any kind.

All this was able defense against the usual Commission complaint. But the Commission wasn't aiming at the usual target.

As hearings opened, York shifted attention from the familiar ratio of dollars rebated per unit of sales to rebates per column-inch of advertising

space. This, he argued, might average \$7, though newspaper rates varied from 35 cents charged a large chain using a suburban newspaper, to \$15 an independent had to pay a metropolitan daily. A New York City chain with stores in Manhattan and the suburbs could furnish advertising clippings that cost 35 cents an inch, using the difference between that and what it collected from Lever Bros. to undersell midtown independents.

York was illustrating what he claimed could happen. Naturally, he could show no example. As might be

expected, chains advertise in order to sell merchandise rather than to trade in clippings, even at the markup from 35 cents to \$7.

After this prelude, it was FTC's obligation to show, among other things, how much, for each column-inch of advertising, the chains collected from Lever Bros. and paid the newspapers. This just couldn't be done. Statistics weren't directly at hand and couldn't be extracted, against lawyers' objections, from men on the witness stand. The file on Lever's payments consists mainly of its contracts and of the lists of newspapers various chains used. A soap advertisement might mention Spry, a shortening not named in the complaint. Nobody computed and got into the record just how much newspaper space any retailer used exclusively for Lever Bros. soap or how much the company paid him for it.

Costs, the bare cost of the space itself, was easier to set down. Newspaper officials fluently explained the complications of their rate cards: the drop in price as the amount of space bought went up; the different charges in the various sections of the newspaper. Chain store men readily told what rates they were paying, notably in most cases the lowest. Fortas made things harder for FTC by aptly muddling what it was trying to prove: He underscored the point that column-inch rates are just one among several cost items.

Newspapers Oblige

John Mench of the *New York Journal & American* collected the rate cards for local retailers charged by the New York City newspapers.

It was sufficiently brought out that larger advertisers, such as A&P, got the low rates—rates, it is to be seen, which are substantially below what Lever or any other national company would pay if it advertised directly.

As it stands, the case is likely to go to the Commission, regardless of what the examiner recommends. If it gears advertising allowances to costs, companies will have to change techniques. Maybe they'll make their customers give them receipted newspaper invoices—just in case anybody should sue; maybe the customer's word on how much he spent will be enough. But customers would have to compute it. There would be arguments about just how much of the indirect cost of advertising would be allocated to each product when products are advertised together. But in time this would become routine.

Miami Herald leads U.S. in Automotive Advertising

GREATER MIAMI **3rd** ... in the Nation in cars per capita

Vehicle Registration up 163% in 10 Years!

Already first in construction and second in per capita drug sales, Greater Miami now ranks third in the nation in per capita car ownership, with one car for every family*. This high rating and its record registration of 262,480 vehicles is more than matched by The Miami Herald, which is far ahead of all other U.S. media in automotive advertising, with 2,177,985 lines in 1952.

Whether you're selling vehicles or vitamins, you'll find that Florida's Gold Coast is a high-powered market with a billion dollars worth of git-up-and-go buy. And The Miami Herald is the streamlined sales medium that delivers it all at one low cost!

See your SB&F man today.

The Miami Herald

JOHN S. KNIGHT, Publisher
STORY, BROOKS & FINLEY, National Reps.
Affiliated Stations — WQAM, WQAM-FM

*Automobile Manufacturers Assn.

Worth Writing for . . .

Booklets, Surveys, Market Analyses, Promotional Pieces
and Other Literature Useful to Sales Executives

A Summer Market with a New Sales High:

Study made by WJR, which reveals that almost as many people vacation in Michigan as live in that state: more than 4,500,000 out-of-state vacationists (exclusive of weekend visitors and businessmen) who stay an average of 12.3 days during June, July, August and September; average a per-party expenditure of over \$200. Included are data on the area within WJR's 50,000 watt signal which normally accounts for almost 10% of the nation's retail sales. This percentage is increased during summer months by the influx of vacationists within range of the station's voice. In addition, another vacationland is reached: 60% of Canada's tourist trade concentrated in the Province of Ontario, which is estimated to amount to about \$156 million. Write to James H. Quello, Public Relations and Advertising Sales Director, WJR, Fisher Building, Detroit 2, Mich.

How to Select Vending Displays:

No. 10 in the Little Package Library published by The Hinde & Dauch Paper Co., providing information about planning for performance in advance; custom-built displays; designs for dealer acceptance; construction for long life and repeat sales. Illustrated throughout, it shows displays used by such companies as H. J. Heinz Co., Socony Vacuum Oil Co., E. R. Squibb & Sons, Nestle's Milk Products, Inc., Colgate-Palmolive-Peet Co., Johnson & Johnson, Lever Brothers Co., Liggett Drug Co., Standard Brands, Inc. Write to Paul Meelfeld, Advertising Sales Manager, The Hinde & Dauch Paper Co., Sandusky, O.

Selling to the Oil Producing and Petroleum Refiner Markets:

Two booklets published by the Gulf Publishing Company, to help to evaluate and plan a sales program: (1) The 1953 *World Oil* market data file which gives the latest information

about the billion-dollar-a-year oil producing equipment and service market. For easy reference there are sections on exploration, drilling, production and pipe line activities; equipment outlook; trends; what the industry needs; prospecting activities; geophysical equipment; drilling rates; footage drilled; crude oil production and other valuable data. The sales approaches to this widely scattered market are discussed in full. (2) The 1953 refinery equipment market picture compiled by the editors of *Petroleum Refiner*. Written in layman's language, it tells what products and services have a market in the refining industry, where they can be sold and who buys them; what's ahead for the industry; forecast of 1953 expenditures; U. S. refining expenditures, 1942-52; cost of maintenance; refinery, natural gasoline and petrochemical market information; scope of market; location of domestic and foreign market; number of U. S. refining plants and capacities by states — to mention just a few of the subjects. Write to William J. Sagstetter, Promotion Manager, Gulf Publishing Co., 3301 Buffalo Drive, P. O. Box 2608, Houston 1, Tex.

Route List of Liquor and Malt Beverage Licensees in Philadelphia:

Compiled by *The Philadelphia Inquirer*, it is designed to use as a mailing list or as a guide in making personal calls. It contains the names and addresses of 3,096 liquor licensees and 227 malt beverage licensees in Philadelphia, grouped and routed by postal district zones. There is information about clubs and other organizations holding liquor licenses; amusement permit identification; a Philadelphia postal zone map, and a complete index to all routes. The list is available without charge to members of the alcoholic beverage industry; to others, at \$1.50 a copy. Write to James T. Quirk, General Promotion Manager, *The Philadelphia Inquirer*, Philadelphia, Pa.



On the job!

Our volunteer speakers are saving thousands of lives today... in factories and offices, at neighborhood centers and at organization meetings all over this land... showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

transportation costs adding up to headaches?

2 3 4 7 9 9

Free yourself of the expense and trouble of maintenance, bookkeeping, capital investment. ■ FLEET RENTAL is the modern business way of enjoying uniform new car fleets at lowest cost.

Town Auto Rentals design special plans for individual fleet needs. All costs TAX DEDUCTIBLE. ■ Immediate delivery of new 1953 autos.

Write for TOWN folder.

TOWN AUTO RENTALS, INC.
481 North Broad Street, Philadelphia 9, Pa.
Market 7-7936

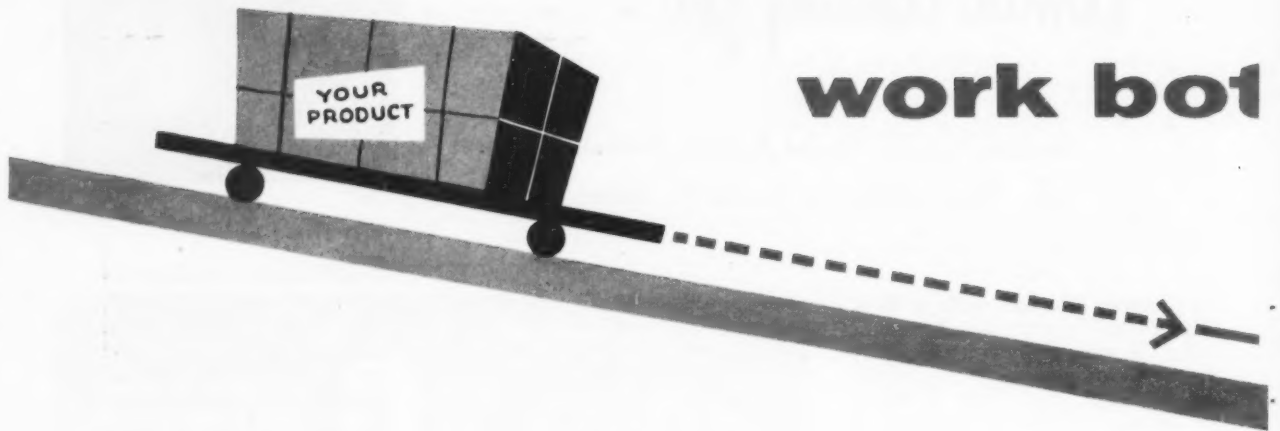
Backed by 32 years of auto service

PHOTO-REPORTS ON PRODUCT APPLICATIONS

Nationwide organization of 500 capable Photo-Reporters provides effective way to obtain on-location photos, case histories, stories and releases.

For more information write or phone
SICKLES PHOTO-REPORTING SERVICE
38 Park Place, Newark 2, N. J.

does your mar
work bot



does your marketing
plan call for
moving your product toward the buyer

by means of:

**publication
advertising?**



**direct
mail?**



sales calls?



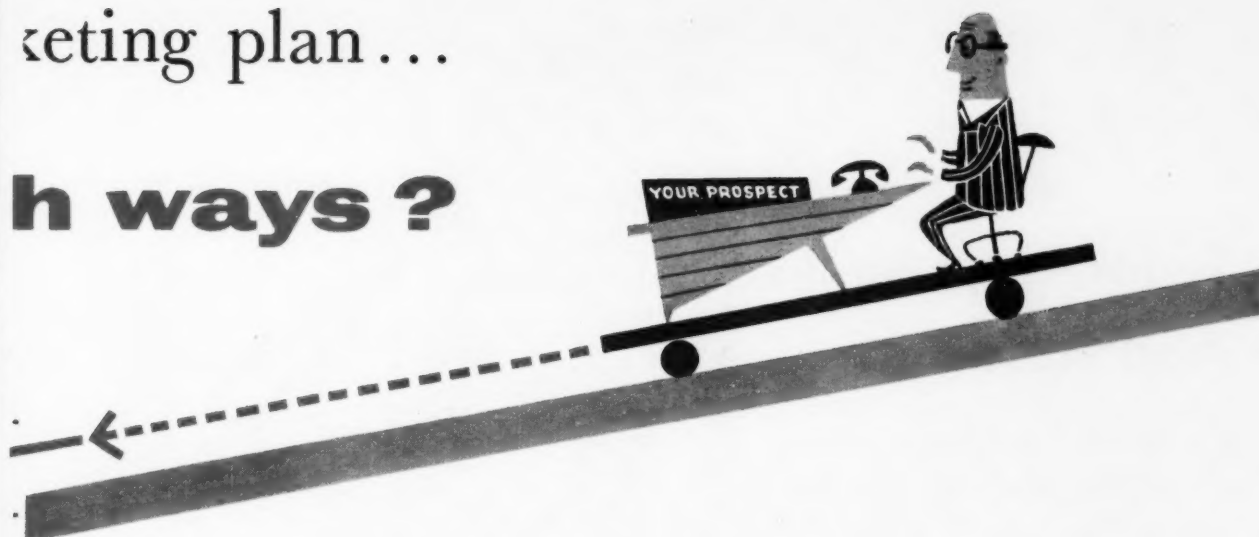
of course it does!



Sweet's

Marketing plan...

How ways?



but does your marketing
plan also call for
moving the buyer toward your product
by anchoring adequate product
information at his elbow,
so that he can figure out, fast,
that your salesman is the man to call?

If you look at marketing as a two-way street, you will recognize that all the while you are trying to *find* hot prospects... these prospects are trying just as hard to find products like yours. It follows that when you use the powerful combination of *good selling promotion* and *good buying aids*, you speed the process of bringing "ready" prospects and your salesmen together. Today, 1,480 manufacturers use Sweet's services in this connection. The Sweet's man in your area may be able to give you some useful ideas.

"The easier you make it for people to buy your products, the easier they are to sell."

Catalog Service

Division of F. W. Dodge Corporation

Designers, producers and distributors of manufacturers' catalogs for the industrial and construction markets.

119 WEST 40TH STREET, NEW YORK 18, NEW YORK

Boston Buffalo Chicago Cincinnati Cleveland Detroit Los Angeles Philadelphia Pittsburgh St. Louis San Francisco

Team Play: Books And Hardware

It's logical: 1. Remind gardeners that pruning time is here. 2. Offer them a "how-to-do-it" manual. 3. Show the tools they'll need. Result: Sales for books, sales for hardware. This display does all three.



Look at the simple display unit on this page.

It can take the lion's share of the credit for selling 40,000 books. It also sold an uncounted number of pruning tools. That's what makes the story.

The manual involved is "Sunset Pruning Handbook." The sponsor is Lane Publishing Co., publishers of *Sunset* magazine and a variety of how-to-do-it manuals. The manuals are found in queer places.

Two years ago the *Sunset* people, unhampered by traditional thinking in book publishing circles (they were relatively new at it), decided that book stores were not necessarily the only logical outlets for books. Especially was this true, they felt, about the kinds of books they were offering—books like "How to Build Fences and Gates," "How to Plan and Build Your Fireplace," "Cabins and Beach Houses," and two dozen or more others on cooking, building, gardening, hobbies, homes, sports.

The place to grab off prospects for these books, the company reasoned, was in stores where people were looking for tools and materials for jobs they were doing, or thinking about doing. Imagine the delight of a man with a week-end fence-building project ahead of him, at finding, in the

lumberyard or in the hardware store, a book for an amateur like himself which tells him how to go about it! Recognition by *Sunset* of this situation, and many other interesting tie-ups, resulted in Lane Publishing Co. placing its books, with handy display racks, in nurseries, hardware stores, lumberyard offices, etc. The results were described in *SALES MANAGEMENT* for February 1, 1952.*

Two years later the company can report that "all the large and important hardware wholesalers on the West Coast now carry *Sunset* books."

In backing up hardware wholesalers and aiding their retailers Lane's big problem was (1) to provide suitable means of display for books in retail outlets not set up to handle them; (2) to make it a self-service proposition, since personnel in hardware stores, lumberyards, and similar outlets may be unable to describe to customers contents of books.

The first problem was met with handy racks to hang up a selection of the books on a wall or show them on a counter or table. The second was solved with a sales tool Lane calls its "Counter Punch." It was invented

to push one of the newest *Sunset* how-to-do-its, "Sunset Pruning Handbook."

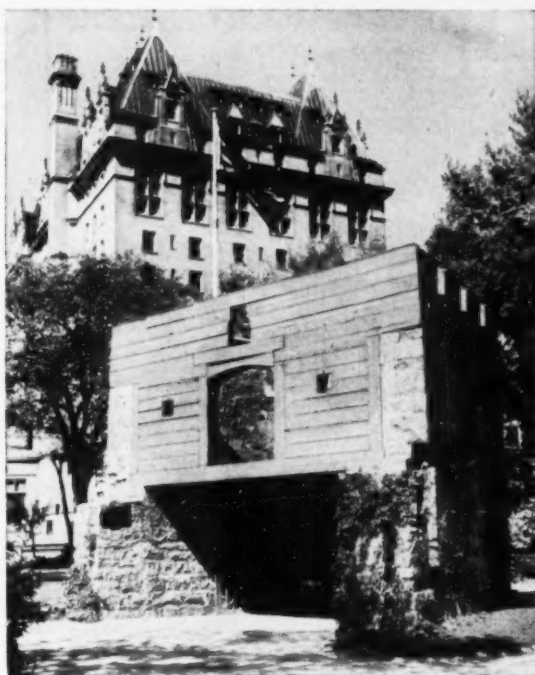
This book (\$1.50; \$3.00 in a library binding) tells how to prune trees, shrubs, and vines. To prune these a gardener would need several kinds of shears. The book tells him what kind for each specific job.

The average hardware man or nursery man may not be enthusiastic about selling a book, no matter how good. But he is interested in selling pruning tools. Obviously, a book which gives a gardener confidence in his ability to prune will make him a better prospect for more and better tools. Lane brought these facts together, placed its new book and the pruning tools in a related display.

The Counter Punch is a heavy-duty display card. It stands upright on a counter, in a window, on a table. One-half of it has space for two or more pruning shears. Into a notched fold opposite is fitted one copy of the pruning handbook the cover of which features a gloved gardener's hand in the act of pruning a branch. Onto the book is fitted a two-sided, three-dimensional price tab. Above is this reminder: "Now Is the Time to Prune." In the alcove made by the sides of the display is space for a half dozen or more of the handbooks.

* See "Now They're Selling Books in Hardware Stores and Nurseries," Feb. 1, 1952, *SALES MANAGEMENT*, p. 81.

The historic Fort Garry Gate near The Fort Garry Hotel.



W I N N I P E G

G A T E W A Y T O T H E G O L D E N W E S T



The Southam Newspapers

The Ottawa Citizen
The Hamilton Spectator
The Winnipeg Tribune
The Medicine Hat News
The Calgary Herald
The Edmonton Journal
The Vancouver Province

Winnipeg, capital city of Manitoba, is pushing its borders farther and farther into the prairies. At every point new projects appear to affirm the strategic place of this largest city in the Prairie Provinces.

With a population of over 356,000, Greater Winnipeg is Western Canada's leading wholesale and distributing center, and supplementing this natural advantage is a soundly expanding industrial economy. Gross value of goods manufactured in the city is estimated at \$500,000,000 annually. Salaries and wages paid to over 125,000 employees now total over \$6,100,000 weekly, or an average wage per employee of \$48.86.

Everywhere eyes are to the future. Building continues apace. Ahead are two home construction projects totalling \$9,500,000; two new warehouses at a cost of a million dollars each; a \$3,000,000 wheel foundry and R.C.A.F. airport expansion running close to \$25,000,000.

And from the Province of Manitoba itself, Winnipeg draws much of its prosperity. The population of Manitoba has passed the 800,000 mark; the 1952 crop was among the largest on record. Manitoba's industrial production was over \$600,000,000 in 1952, with total payrolls of over \$100,000,000.

Canada's most powerful T.V. Station will be in operation in Winnipeg by late 1953, and a sales forecast of T.V. sets with a 75 mile radius has been set by experts at \$40,000,000.

This is a bare glimpse of a huge market on the threshold of the West. It is a market in which The Winnipeg Tribune holds high respect and position. With a total net paid circulation of 66,286 (October 1st to December 31st, 1952) The Tribune serves city, suburb, and country around. Between the two Winnipeg dailies, there is only 7.8% duplication—a fact which makes The Tribune market virtually its own.

Tap the purchasing power of this market by using Tribune space regularly. Use The Tribune to establish your product or service among the substantial households served by this popular Winnipeg newspaper.

● For copy of the folder entitled "The Winnipeg Tribune Market" write to Conklin and Woodward, 22 East 40th Street, New York 16, N. Y. or any of their branches at Detroit, Chicago, Atlanta, Los Angeles and San Francisco.

THE WINNIPEG TRIBUNE

ONE OF THE SEVEN SOUTHAM NEWSPAPERS OF CANADA

ADVERMATS PERMANENT DISPLAYS

at the heaviest traffic points

*Can Build Sales
for you!*



**ON THE
COUNTER**

**AT THE
STORE
ENTRANCE**



COIN MATS



**AT THEIR
FINGERTIPS**

Your product identification in full color on REDFERN*ADVERMATS, (long lasting rubber mats), for use:

**ON THE COUNTER
AT THE STORE ENTRANCE
IN FRONT OF A DISPLAY
AT THE CUSTOMERS FINGERTIPS**

will add impetus to your sales and build dealers enthusiasm for your brand.

Rubber change mats for spot advertising at the cash register are available in any color combinations.

PERFO MAT & RUBBER COMPANY, INC.

281 Fifth Avenue, NY 16
LExington 2-3041

FREE SAMPLE

FLOOR OR COUNTER MATS

Write for brochure containing details of our FREE OFFER of ADVERMATS and our self-liquidating sales plan.

*Sole selling agents in the U.S.A. & Canada for Redferns Rubber Works, Ltd. Hyde Cheshire, England

PERFO MAT & RUBBER CO.
281 Fifth Ave., NY 16
Clip This Coupon to Your Letterhead

I am interested in receiving full details of your free offer.

YOUR NAME.....

WE HAVE..... DEALERS

The management of a business has no inherent rights other than it continues to earn for itself year by year, through demonstrating its ability. It must select, train, and develop management people to cope with the political, social and technical changes which face us today. This is the true criterion of management performance.

**Development of Executive
Leadership**
Edited by Marvin Bower

When the book came out Lane offered the Counter Punch free to dealers with orders for eight or more handbooks. With it went the offer of a poster, also free, 17" x 22", in color, reproducing the book's cover, together with a newspaper mat.

Response has been astonishing. George Pfeiffer III, head of the Lane Book Division, reports: "Our first order for 1,000 of the display units was taken within 24 hours by our jobbers, who were wild about it." Enthusiasm was sustained. An immediate reorder for 500 more was exhausted in a short time. Company executives were surprised, and thought that a demand for 1,500 in a couple of weeks in January on the West Coast represented quick response.

Retailers were equally responsive. Results in sales are impressive. Lane published last October 31 a 20,000-copy edition of the pruning handbook and, on that same day, went back to press for 15,000 more. Before the first of February they had to go back for an additional 20,000. Sales to date, less than five months after publication, total almost 40,000.

Spring is barely here, but hardware wholesalers are passing on to Lane reports such as this one from a dealer who put in a Counter Punch window display of pruning tools with the *Sunset* pruning handbooks: "We sold out all our long-handled pruning shears, four pairs of hand shears, several assorted pruning saws, and 31 *Sunset* pruning handbooks. We'd say this window paid out handsomely." Similar reports are coming as green thumbs start to itch.

Pfeiffer sums up: "This display is effective because it ties the tool and the book together and hits hardest at the main customer-resistance factor to be overcome in selling pruning tools: the fact that many people do not buy them because they do not know how to use them." Armed with the book they are all set.

SALES MANAGEMENT

Sales Manager's Bird Cage



WEEPING WILLIE . . . The Crepehanging Crew

constantly complains that business is slackening off. He will even turn on the tears to get a sale from a soft-hearted buyer.

© 1953 William G. Damroth & Co.

Cartoonists at Large In the Aviary

The cartoon on this page is the first of a series in which, just for fun, SALES MANAGEMENT is taking a look at some of the negative aspects of personal salesmanship.

The authors, Frans Weterrings and William Damroth, know the "birds" they depict. They're active, in a serious way, in sales, advertising and promotion. Both had several years of experience developing visual training programs for the Army and Air Force.

Since 1946 William Damroth has headed his own management consulting firm. His assignments have included a variety of problems in the development of organized sales presentation, design of visual sales aids, and construction of sales training programs.

For the past two years the organization has acted as consultants to Avon Products, Inc., in the production of a complete direct selling training program for the more than 60,000 women representatives in the U.S. and Canada, who sell Avon cosmetics and toiletries direct to the home.

As we introduce more of the "birds" Weterrings and Damroth found fluttering around in the sales wood lot, you will find, we think, that you know most of them—alas—too well!

The Editors.

FIVE BOOKLETS TO HELP \$1 YOUR SALESMEN SELL!

Send \$1.00 with your name and address attached to this ad and mail today for this set of handy booklets on selling techniques. Only one set to a customer.



A SHORT COURSE IN SALESMANSHIP by J. C. ASPLEY. Packed with helpful suggestions on selling fundamentals. Over 300,000 copies sold.

SELL BY GIVING by JAMES T. MANGAN. A remarkable philosophy and approach to selling which simply cannot fail. Over 200,000 copies sold.

THE KNACK OF SELLING YOURSELF by JAMES T. MANGAN. Every salesman must sell himself before he can sell anything. This book blueprints the way. Over 300,000 copies sold.

HOW TO SELL QUALITY by J. C. ASPLEY. Tested methods to overcome price objections and sell a quality product in a buyers market. Over 500,000 copies sold.

STEP OUT AND SELL by W. E. HOLLER, former sales manager for Chevrolet. An inspiring book that packs a real punch. Over 250,000 copies sold.

Each booklet averages 64 pages, size 4 x 6". Practical, down to earth, and packing a wealth of help, millions of these booklets now used in training by some of the largest companies in all lines of business.

DARTNELL MANAGEMENT TRAINING AIDS

4662 Ravenswood Ave. Chicago 40, Ill.

Now
Available

K V T V

Channel 9

The Greater Sioux City Television Market

Served by Cowles
See your Katz man



SHE'S NOT WOOING housewives with a cooking demonstration; she's playing hostess to security analysts. Here is why . . .

Brooklyn Union Talks Shop With Investment Folks

Informal luncheons for stockholders and financial experts are achieving an important public relations objective.

It is better for a large company to rest on a broad base of stock ownership—to have many small shareholders, rather than a few. This is the belief of the management of most forward-looking companies, especially in the utility field. It means that the subject of good stockholder relations is of growing interest in the business world.

Here's the story of one way in which The Brooklyn Union Gas Co. is currently sponsoring a somewhat unusual program for building better understanding of company operation among its shareholders and prospective investors. In this program, the company directs its efforts chiefly to intermediaries: those who influence and inform the investing public — analysts and financial writers; and those responsible for investing funds

entrusted to them—insurance companies, investment trusts, banks, etc.

One of the means of communication with the groups listed above is a series of carefully planned quarterly luncheons. They differ in several respects from the usual public relations affairs for the press. For one thing, the personal element is more strongly emphasized. Secondly, the information given is more basic and revealing than that usually supplied to the press—with no holds barred during the question-and-answer period following the president's talk. Since it is common knowledge that analysts and investment counselors are influenced by the sales aggressiveness of a utility, there is always evidence of this, both in the president's talk and in tangible samples, at the luncheons.

The company has begun its third series of luncheons. Proof of their popularity is evidenced by the fact that 95% of those invited to the luncheons attend. Invitations are issued individually, by telephone or personal letter, and, whenever possible, a guest is invited by a member of the firm whom he knows personally. So many factors are involved that it is difficult to appraise the extent to which the program achieves its purposes, but management firmly believes that it is well worth the effort and expense entailed.

The percentage of hosts to guests is high, to permit one member of the company to give his attention to no more than two guests. This means that if 60 people are present, at least 20 would be Brooklyn Union staff members. Usually there are more, since the program calls for representation from many departments, to answer questions which might be asked.

Partly to demonstrate the company's sales-mindedness, and partly to break the ice, guests are served hot hors d'oeuvres prepared on the spot, with Brooklyn Union-owned gas appliances. The luncheons are held at the St. George Hotel roof in Brooklyn. A complete line of major domestic gas equipment is connected and placed on display there on these occasions.

Place-Card Idea

Features of the equipment are demonstrated by the young women who are members of the Home Service Section of the company, and it is they who prepare and serve the hors d'oeuvres. These have proved so popular that recipes for making them are now printed on attractive folders which serve as place-cards at the tables. Delicacies served have included broiled ham cornucopias; baby biscuits flavored with anchovy paste; French fried cream puffs with various fillers, such as creamed crab meat; sausages wrapped in bacon. The selection is made to show as many features of the equipment as possible—the oven for example, and the smokeless broiler (put to the extreme test with bacon). Other features are brought to the attention of guests during the luncheon through such devices as serving devil's food cake baked in a gas range like the one on display; and having on the tables large bowls of the ice circles (not cubes) turned out on the spot by the Servel Ice Maker refrigerator.

Since most of the guests are busy people, an effort is made to adhere to

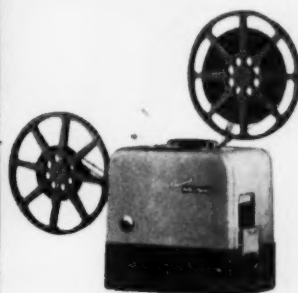
**"We taught 3 million teen-agers
safe driving...indoors!"**

LUMBERMENS MUTUAL CASUALTY COMPANY



**"... With SOUND
MOVIES... and fine
Bell & Howell equip-
ment... the story really
sinks in!"**

says **James S. Kemper**
CHAIRMAN



**New! Magnetic Filmosound
202 16mm recording projector**
lets you add sound to movies
easily, inexpensively. Add
sound to old silent films, change
sound to fit specific needs. Plays
both optical and magnetic
sound. From \$699.

Optical Filmosound 285 shows
sound or silent films at their
best! Full, natural sound at all
volume levels. From \$449.95.

**They learn faster, remember longer
with SOUND MOVIES!**

In the public interest, Lumbermens Mutual Casualty Company, with the co-operation of the Los Angeles police department, has produced the *Sergeant Bruce Reporting* series of powerful sound movies designed to teach better driving to teen-agers. Only through this great, dramatic teaching tool could so many have been reached so convincingly.

In business and industry, church, school and farm, more and more group training leaders use sound movies to solve heretofore difficult and costly educational problems... and to do it better! No other training method so efficiently

uses the tested principles of demonstration so economically, so easily.

Bell & Howell, world famous for the development of fine audio-visual equipment offers you a wide variety of precision instruments to help you do the best job at the lowest cost.

Bell & Howell
*makers of the world's finest
audio-visual equipment*

**FIND OUT TODAY HOW
BELL & HOWELL AUDIO-
VISUAL EQUIPMENT
CAN HELP YOU!**

Bell & Howell Company
7190 McCormick Road
Chicago 45, Ill.

Please send me, without cost
or obligation, complete informa-
tion on sound movie equip-
ment for use in: ☐ Industry
☐ Home ☐ Church ☐ School

NAME.....

ORGANIZATION.....

ADDRESS.....

CITY.....

COUNTY.....STATE.....

How Long Must a Salesman



Sit to Hatch an Order?

It's been established that 38% of a salesman's time is spent in travelling to see prospects and waiting for interviews, 12% for reports and office work . . . and only 50% in actual selling. Also important is the fact that today the *average industrial sales call costs \$16.31!*

Compare this figure with the 1½¢ that it costs to contact a reader of business publications. In other words, you can present your sales message to over a thousand known and unknown prospects at once for less than the cost of one sales call.

Of course, Business Publication Advertising will not replace the salesman. It is not intended to! It is a tool which gives greater productivity to the salesman's efforts . . . just like the high speed machine steps up the productivity of the skilled workman in the plant. That's why we call such advertising "Mechanized Selling." When it is functioning consistently on the preliminary steps—i.e., making contacts, arousing interest, creating a preference for your product or service, your salesman can concentrate more of his extremely valuable time and his specialized talents on the important job of getting the order.

Ask your McGraw-Hill man for a copy of our 20-page booklet, "Orders and How They Grow." It gives the salesman a realistic appreciation of how business publication advertising helps him use his time more productively. You'll want to read it, too.



McGRAW-HILL PUBLISHING COMPANY, INC.



330 WEST 42nd STREET, NEW YORK 36, N. Y.



HEADQUARTERS FOR BUSINESS INFORMATION

APRIL 15, 1953

MECHANIZED SELLING HELPS YOUR SALESMAN GET THE ORDER!

A tool manufacturer ran a ¼-page ad once a month for a year in a leading electrical publication.

COST OF SPACE \$1,460

ORDERS

DIRECTLY TRACEABLE

TO ADVERTISING \$8,100

A return of \$5.54 in sales for every dollar invested in advertising.



An instrument manufacturer advertised a \$28.50 unit with fractional pages in an electrical magazine.

COST OF SPACE \$683.33

ACTUAL SALES

TRACEABLE DIRECTLY

TO ADVERTISING \$3,021.00



schedule: The cocktail period starts at 12, the luncheon at 12:30, and the president's talk concludes at 2:00 P.M. (At the luncheon held early in March, the president said jokingly that he hoped everyone had enjoyed the soup, since it would not be served at the next affair. This one ran slightly behind schedule, and it was decided to sacrifice the soup in the interests of punctuality.)

Frankness Pays

Hugh Cuthrell, chairman of the board and president of Brooklyn Union, makes the major address at each of the luncheons. His manner is disarming and frank, and gives the right touch of informality. At the March meeting his report was of particular significance to those in attendance, since the company had recently completed the biggest conversion job the industry has ever known. This was the changeover from manufactured to natural gas throughout the utility's territory, and involved approximately 2 million gas appliances. That it had been accomplished with a minimum of inconvenience to the public was a tribute to the care and planning the company had put into the operation.

Cuthrell advanced sound reasons for the decision to change to natural gas, despite the expense entailed. He explained that the demand for gas among the utility's customers had shot up from 28.2 billion cubic foot in 1945 to 39.8 billion in 1952, with the prospect of a 45 billion cubic feet demand in 1955. Despite feverish expansion of facilities since the end

of World War II, there had always loomed the threat of falling behind in the race. The only way out of the dilemma—in the face of rising labor and material costs, and costs of the fuel from which gas is manufactured—seemed to be the conversion to natural gas. A 20-year contract, providing for three 5-year extensions, has been signed with the Transcontinental Gas Pipe Line Corp., for delivery of gas from the Southwest. The conversion was expensive, totaling nearly \$21 million, which will be amortized as an operating expense over a 10-year period. In the long run, however, its advantages are expected to outweigh the cost.

Bad Points, too

Cuthrell talked about the unfavorable events accompanying the changeover, as well as its advantages. He spoke of the clamor which arose for lower rates when word spread of the economies to be effected. He explained how other factors made a general reduction in rates inadvisable, showing that they would have risen if there had been no changeover. He described certain technical problems, told how they had been solved. He outlined the detailed planning necessary to notify customers of precautions to be taken and to induce them to stay at home—or arrange for others to have keys permitting entrance—so that the conversion adjusters could keep to their schedule. (This went so smoothly that the date of completion was advanced from September 4 to August 27. At its peak, the crew of conversion special-



ists employed by and under the supervision of Conversions and Surveys, Inc., who handled the changeover, totaled more than 2,600 men.)

With a steady supply of gas assured, Brooklyn Union is in a good position to expand sales, the president explained. House-heating affords the best new market, and an aggressive campaign in that field is being conducted, with excellent results to date. Sales for 1953 in this market are 13% ahead of quota. To meet competitive conditions, last August the company reduced by 10% the rate for house-heating gas. Another incentive is the offer of \$50 for any oil burner replaced by a \$235 conversion gas burner. Still another incentive is the offer to take back equipment sold for gas heating, if the expense of its operation exceeds the estimate made at the time of the sale. (This guarantee is watched with deep interest by the entire utility field.)

After outlining company problems and summarizing what it plans to do to reduce costs and increase sales, Cuthrell explained why this entails the use of capital, and what returns can be expected from such investments.

Brooklyn Union's well-considered plan for building friendly stockholder relations is further evidence of the swinging of the pendulum away from the hazy conception of public relations to a breaking down of "the public" into component parts, with a special approach for people with highly specialized interests.



**SIoux CITY FIRST IN IOWA
per-household GROCERY SALES***

High income from manufacturing, food processing and diversified farming rate Sioux City FIRST in Iowa in per-household grocery purchases. Sell this rich market and the greater Sioux City 49 county, retail trade area with the dominating circulation of the Sioux City newspapers!

*The Sioux City metropolitan area is first in Iowa in retail grocery sales per-capita and per-family! (Sales Management)



SIouxLAND

**The Sioux City Journal
JOURNAL-TRIBUNE**
National Rep. Jann & Kelley, Inc.



The Time They Ran Out of Elephants

When, in the 1860's, a pocket billiards craze nearly exhausted the supply of ivory, a cash award was offered for a substitute material. The product selected was celluloid. This discovery started another ball rolling... the emergence of plastics as one of today's major industries.

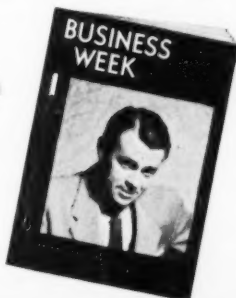
Although plastics and plastic products are designed for many different uses, the leading manufacturers have one basic formula in common... the use of Business Week to sell their output. The reason: Business Week reaches a highly concentrated audience of Management Men... executives who make or influence buying decisions.

Year after year, Business Week carries more plastics advertising than any other general business or news magazine. These and other advertisers whose goods or services are sold to business and industry, know—

YOU ADVERTISE IN BUSINESS WEEK WHEN
YOU WANT TO INFLUENCE MANAGEMENT MEN

BUSINESS WEEK

330 WEST 42ND STREET, NEW YORK 36, N. Y.

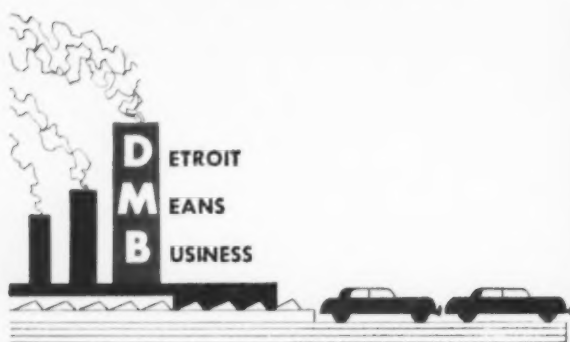


These Plastics Advertisers Are Reaching Many of Their Major Markets Through Business Week

American Cyanamid Co.	Monsanto Chemical Co.
Anchor Plastics Co.	(Plastics Div.)
Celanese Corp. of America	Naugatuck Chemical Div.
(Plastics Div.)	(U. S. Rubber Co.)
Dow Chemical Co.	Pittsburgh Coke & Chemical Co.
E. I. DuPont de Nemours	Pralon Plastics Div. of
& Co., Inc.	Pro-Phy-Lac-Tic Brush Co.
Durez Plastics & Chemicals, Inc.	Reichhold Chemicals, Inc.
Emhart Manufacturing Co.	Rogers Corp.
(Plax Corp.)	Rohm & Haas Co.
The Formica Co.	Standard Plastic Co.
General American Transporta-	Taylor Fiber Co.
tion Corp. (Plastics Div.)	Tennessee Products &
General Electric Co.	Chemical Corp.
(Chemical Div.)	U. S. Rubber Co.
The B. F. Goodrich Co.	(U. S. Royalite Thermoplastic)
(Chemical Div.)	Union Carbide & Carbon Corp.
Hercules Powder Co.	(Bakelite Co.)
Koppers Co., Inc.	Westinghouse Electric Corp.
(Chemical Div.)	(Mica Plastics)
Libbey-Owens-Ford Glass Co.	

Source: Publishers Information Bureau Analysis, January-December, 1952

A MCGRAW-HILL PUBLICATION



PRODUCTION

Output of the automotive industry for the first two months of 1953 was one million units—54% ahead of a year ago—with no slowdown in sight.

UP 54%

PAYCHECKS AVERAGE \$90 WEEKLY

BIGGER OUTPUT MEANS BIGGER INCOME!

Today, in Detroit, there are 1,341,000 workers. Factory paychecks average over \$90 weekly, and bank savings are more than one billion dollars.

BIGGER INCOME MEANS BIGGER OUTLET!

Detroit is an outlet for over 4 billion dollars worth of goods annually in retail stores within the 6-county trading area, where The Detroit News concentrates 96% of its total weekday circulation.

BIGGER OUTLET DESERVES BIGGER OUTLAY!

Today, busier-than-ever Detroit demands a bigger-than-ever share of your total advertising budget. The business is there . . . and so is The Detroit News, to help you get it.

Proof of The Detroit News' effectiveness is in its advertising volume . . . as large as both other Detroit newspapers combined!

Circulation 457,930 Weekdays; 559,134 Sundays
A.B.C. figures, September 30, 1952

The Detroit News

THE HOME NEWSPAPER

owners and operators of radio stations WWJ, WWJ-FM, WWJ-TV

Eastern Offices: 110 E. 42nd St., New York 17—under management of A. H. KUCH • Western Offices: JOHN E. LUTZ CO., Tribune Tower, Chicago

MARKETING PICTOGRAPHS

Planned by

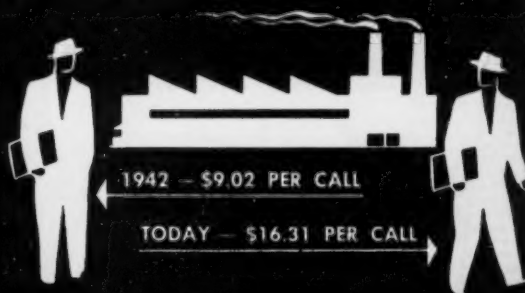
Philip Salisbury Editor

Visualized and Designed
by Hile-Damroth, Inc.

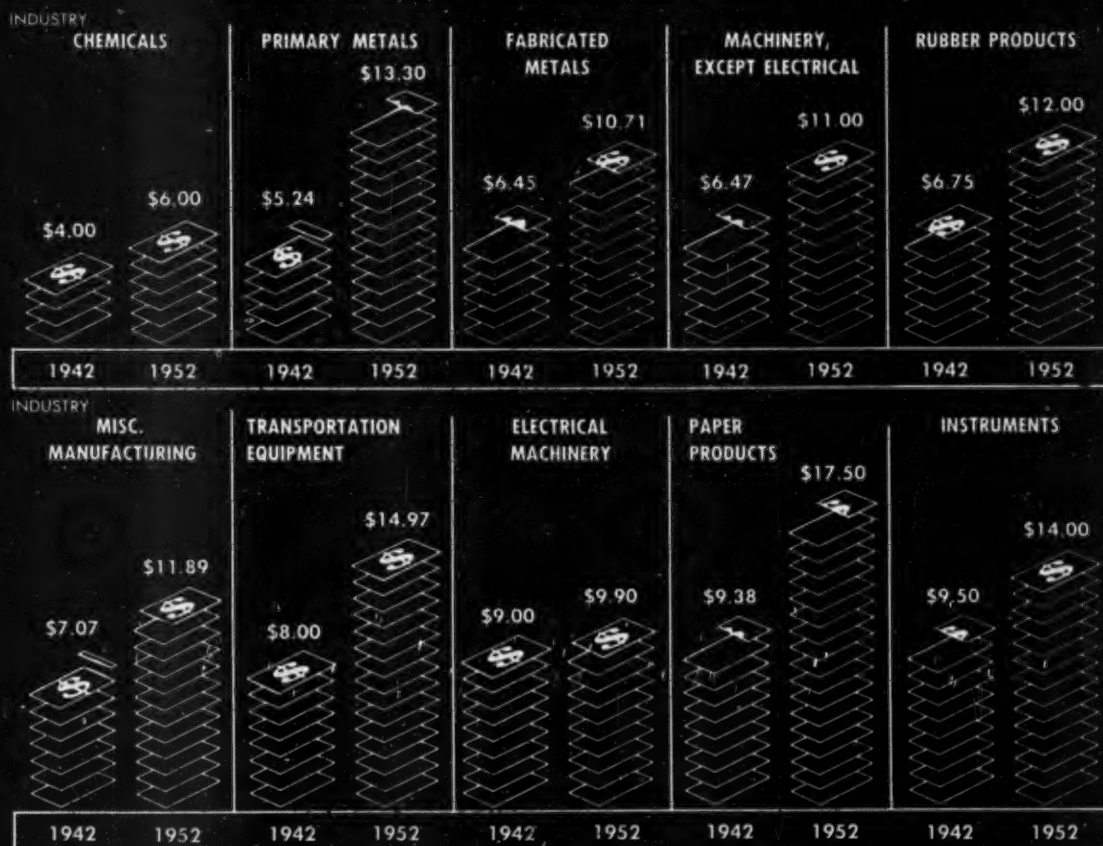
INDUSTRIAL SALESMEN'S CALL COSTS UP 80%

In 1942 the cost per salesman's call of 37 industrial companies was \$9.02 (mean average); today it is \$16.31. Talk no longer is cheap!

Rising costs of personal calls emphasize the importance in today's selling of backing up the salesman with business paper advertising, catalogs, direct mail, visual sales tools — to the end that they can spend more of their precious time in presenting product specifics and closing orders.



COST OF INDUSTRIAL SALESMEN'S CALLS (Median Averages)



PICTOGRAPH BY
Sales Management

4-15-53

Highest cost per 1952 call reported was \$140 by a maker of pipes, fittings, tubes and pumps; lowest was \$.57 by a maker of microwave fittings. The average number of salesmen employed by responding companies was 43.

Source: Research Department of McGraw-Hill Publishing Co.

INDUSTRIAL SALESMEN'S CALL COSTS UP 80% 4-15-53

GRIET
THE AMERICA'S GREATEST FAMILY NEWSPAPER

71st YEAR—No. 6

Trade Mark Registered
Copyright, 1952, Gilt Publishing Co.

WILLIAMSPORT, PA.

Entered as Second-Class

44 Pages—TEN CENTS

El
Hi
And

Nine of the president's Eisenhower administration of the major policy making the key with him administration.

The general Nov. 1 President Truman confer with the new cabinet in January.

He will confer with Senator Joseph P. Kennedy Jr., of Massachusetts designated to work with the administration Defense Department major agencies Dodge, Detroit and representative Bureau

Foreign
Mr. Truman
er will discuss
policy and the
Continued on Page 1

H-Bomb Now Ad By Gove

A carefully worded statement from the Atomic Energy Commission has supported the United States has first hydrogen bomb of the world.

In a formal announcement, the Atomic Energy Commission (AEC) said only that the tests had been conducted at Eniwetok atoll, in the Pacific. The program included experiments contributing to the development of clear weapons research, the scientific description to develop an H-bomb, the scientists' "expression" with the results.

The AEC revealed, also, is investigating a number of letters sent home by ship commanders and others attached to the task force which con-

Continued on Page 5, Column 2.



MARINES PARADE

Troop-carrying helicopters landed at Camp Pendleton, Cal., as the first ground-air combat review. The 21st Infantry Division's armor was followed by heavy armor, jeep ambulances, and auxiliary trucks. Panther jet fighters also passed overhead.



by Charles Woodward,
silversmith, circa 1791

Thank Goodness Some Standards
Never Change!

Today, we are living in a changing world. And, alas, too few of the standards we used to trust can still be counted upon.

Not so with Sterling! Today, the name "Sterling" on silver symbolizes the same precise quality and perfection it has meant for generations.

As with Sterling, so with GRIT! GRIT is still the same type of editorial content, same high objectives laid down by its founder, ... 700,000 Lamade. It still serves the same kind of audience (only more of them!) ... families of Small-Town America. And it still meets the same standards of excellence which have made GRIT a welcome weekly "visitor" in their homes for over 70 years. ... can trust and for an advertising investment you know will not change ... to our representatives is all that it takes ... Philadelphia

For value you can trust and for an advertising investment you know will not change you will do well to consider GRIT. A call to our representatives is all that it takes.

For details, contact Scolaro, Meeker & Scott (New York, Chicago, Philadelphia, Detroit)—or get in touch with Doyle & Hawley (Los Angeles and San Francisco).

For details, contact Scolaro, Meeker & Scott (Los Angeles and San Francisco, Detroit)—or get in touch with Doyle & Hawley (Los Angeles and San Francisco).

At about 3:30 o'clock there was a strong, almost stifling, breeze from the west. The sky became darker. The wind blew harder, with a kind of moaning tune.

Even then there was no pan in the town. Judaslon lies in this

Continued on Page 4, Column 3, This Week

About 5:30 o'clock there was strange, almost sinister change. The sky became darker. The wind blew harder, with a kind of moaning tune.

Even then there was no pan in the town. Judsonia lies in whi
Continued on Page 4, Column 3, This South









CIGARETTES: OPINIONS VERSUS PURCHASES

A pilot study made among 1,038 cigarette buyers in New York area super markets, drug stores and newsstands indicates that more than half of the smokers either believed that NO cigarette advertising was truthful, or weren't sure.



















The two brands, Chesterfield and Pall Mall, voted "most truthful" in their advertising claims, were also one-two in sales. Among the half-dozen top brands Chesterfield was the third largest advertiser, Pall Mall the sixth.

A trifle more than a third of the buyers registered complaints against specific cigarette advertising, with more complaints directed against radio and TV commercials than against magazine or newspaper copy.



RANKINGS	1	2	3	4	5	6
NEW YORK ADVERTISING FIRST 6 MONTHS 1952 (THOUSANDS OF \$)	 766	 660	 608	 553	 426	 208
BRAND JUST BOUGHT						
MOST TRUTHFUL						

MOST ANNOYING OR IRRITATING

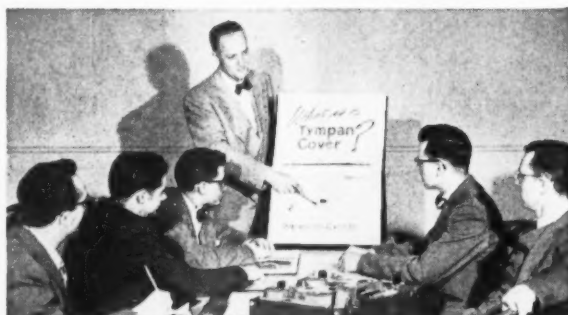
RANKINGS	1	2	3	4	5	6
MAGAZINES AND NEWSPAPERS						
RADIO						
T.V.						



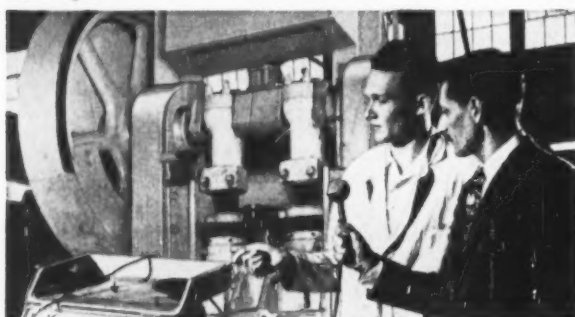
Let tape recording do these jobs for you!



TRAINING NEW MEN is greatly simplified with the lifelike reproduction of "Scotch" Sound Recording Tape. Orientation talks, suggested sales approaches recorded on tape are absorbed in detail by trainees. The easy eraseability of tape makes it ideal for practicing sales talks, brushing up speaking technique.



HAVE TO MISS A MEETING? A simple-to-operate tape recorder will capture everything that goes on, reproduce it perfectly for you and any others who couldn't be present originally. Many firms tape-record annual meetings, sales conferences, convention proceedings for the benefit of branch office personnel.



TECHNICAL INQUIRIES and complaints by customers are handled efficiently by recording actual machine sounds together with detailed descriptions of the trouble. This helps experts at the home office diagnose mechanical ailments without expensive field trips. "Scotch" Sound Recording Tape reproduces every sound faultlessly.



TEMPORARY RECORDS (inventories, shipment lists, voucher numbers) needed for only short periods can be recorded on tape verbally at high speed, eliminating tedious paper work. After the information has outlived its usefulness, record new information on the same tape (this automatically erases the old recording).



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

Make your own SLIDE FILM PRESENTATIONS

*This FREE
BOOKLET
tells how!*

Color slides  and tape recording 

...form an unbeatable combination for inexpensive, easily-prepared presentations. All the impact of color movies is yours at a fraction of the cost. It's the simplest, most effective way to introduce a new product, explain a complicated process, put across a selling story.

Our new booklet "How to Make a Slide-Film Presentation" gives you step-by-step instructions on how to plan, shoot, record and put on your own presentations. The coupon at right will bring your free copy promptly. *Send it in today!*



REG. U.S. PAT. OFF.
SCOTCH
BRAND
Sound Recording
Tape



GET YOUR **FREE COPY** of this useful, informative booklet. Read how you can make your own slide-film presentations, complete with "sound track"!

Minnesota Mining & Mfg. Co., 5M-43
St. Paul 6, Minn.

- ☐ Rush my free copy of "How to Make a Slide-Film Presentation."
☐ Arrange a free demonstration of Tape Recording.

Name.....

Firm.....

Address.....

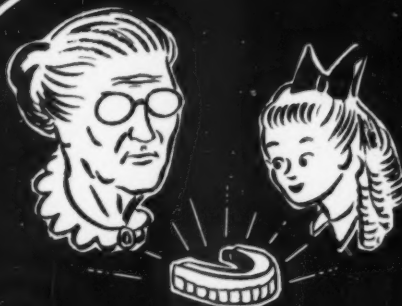
City.....Zone...State.....

DEPARTMENT OF USELESS INFORMATION

Well maybe not useless, but completely unrelated
are these recent findings about American families—



88% of all housewives baked a cake last month, and two-thirds used a cake mix.



A modern Little Red Riding Hood would say, "What a beautiful denture you have, Grandma," for 50% of the families have some member who wears a full plate — an average of $1\frac{1}{4}$ oral appliances per home.

At least twice a year
37% of homeowners
buy a major appliance.



73 out of each 100 homes are car owning, and there are 15 million licensed women drivers.

And we get so dirty
that every month
one-third of all
homes must go to
the stores to re-
plenish the stock
of bath and
hand towels.



PICTOGRAPH BY
Sales Management

4-15-53

Source: National Family Opinion, Inc., Toledo

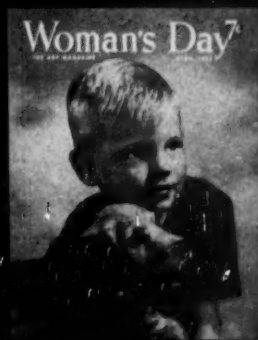
She's got to

go out

to get

Woman's Day

the A & P magazine •







Because Woman's Day is sold *only at A & P stores*,
its entire 3,811,000 circulation is concentrated
around vital shopping centers.
Advertising in Woman's Day gives you *minimum waste*,
maximum coverage where it counts.

A black and white illustration of a man in a cap and jacket, holding a rifle, standing in a field of tall grass. The man is shown in profile, facing left, wearing a light-colored cap and a dark, patterned jacket. He holds a rifle with both hands, pointing it towards the left. The background consists of tall, stylized grass or reeds. The entire illustration is set against a solid black background.

If these licenses are applied against the males over 21, the average is 28%. Some licenses, of course, are issued to males *under* 21, and some to females. Unfortunately, the record of licenses issued doesn't give a breakdown by age or by sex. In a broad sense, however, the record of resident licenses issued, applied against males over 21,* will put the spotlight on the "huntingest" states.



LEGEND:

-  Less than 20% of males 21 and over
 20% to 32% of males 21 and over
 33% to 49% of males 21 and over
 50% and over of males 21 and over

Because of population differentials, the number of licenses issued doesn't always coincide with the percentage figure. In number of resident licenses issued, the rank, in order, is Pennsylvania, Michigan, New York, Ohio, Wisconsin, California, Minnesota, Illinois, Washington and Virginia.

PICTOGRAPH BY
Sales Management



sales suggestion from mother nature

There's only one way that you can compete with the beauty of nature — only one way you can capture the lilting colors of spring, the dazzling brilliance of summer and the lavish colors of fall. Switzer DAY-GLO Daylight Fluorescent colors — "The Brightest Colors in the World" — surpass nature itself in attraction, attention and impact.

Because Switzer DAY-GLO Daylight Fluorescent colors are up to four times as bright, visible four times as far as ordinary colors — they give your promotion the power to stop eyes and start sales! May we show you what they'll do for your billboards, car cards, displays, direct mail, packaging, posters, streamers? Write today for your DAY-GLO color guide!

SWITZER BROTHERS, INC., 4732 St. Clair Ave., Cleveland 3, Ohio

"The First Name in Fluorescent Colors"

In Canada — STANDARD SALES COMPANY, 4097 Madison Ave., Montreal 28, Quebec

More than 4,000 firms in the graphic arts and other industries hold Switzer licenses. These skilled craftsmen have voluntarily pledged themselves to fill your daylight fluorescent requirements in accordance with the high standards of DAY-GLO quality and workmanship.

DAY-GLO® Pat'd 101





"Made you look!



Made you look!



Made you buy a _____!"

Our business is making people *look* . . . and buy!

We make them look *once*. We make them look *twice*. We make them buy. We're doing it for products of every kind . . . for advertisers from coast to coast.

We can do this for your product, whatever it may be.

Our business is *advertising at the point-of-sale*. We specialize in this one medium of advertising. We know how to make it work . . . from the creation of hard-selling ideas to the development of prac-

tical designs and constructions that win retailer enthusiasm.

We're ready to go to work for you . . . on a year-round program, a seasonal promotion, or a single display job.

WRITE now for "Idea File", a collection of "made-you-look—made-you-buy" promotions created by Chicago Show Printing Company 2600 N. Kildare Avenue, Chicago 39; 400 Madison Avenue, New York 17.



© 1961 Chicago Show Printing Co.

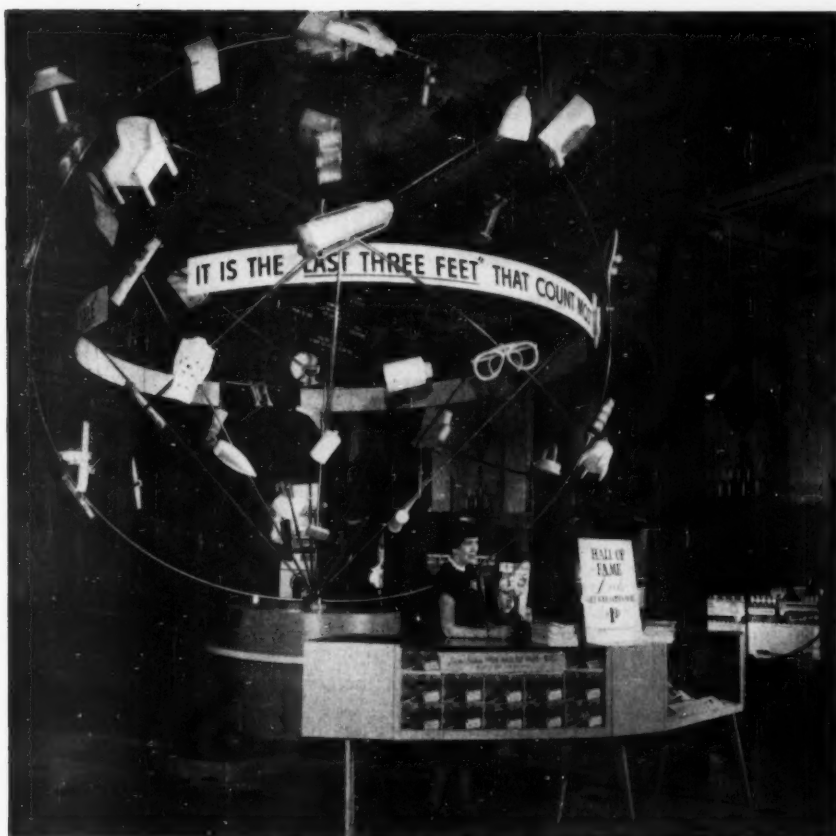
Trademark, MYSTIK, Registered U. S. Patent Office

• **Lithographed displays for indoor and outdoor use**

- Cardboard Displays
- Animated Displays
- Stanzall Outdoor Signs
- Cloth and Kanvel Fiber Banners and Pennants
- Mystik® Self Strik Displays
- Mystik® Can and Bottle Holders
- Mystik® Self Strik Labels
- Econo Truck Signs
- Booklets and Folders

Advertising

at the POINT-OF-SALE



HAND-CARVED objects of products sold by p-o-p greet POPAI visitors. Display by W. L. Stensgaard & Associates. Here is . . .

A Report on POPAI Symposium

More than 10,000 persons who believe that showmanship in selling pays off, gathered at the Palmer House, Chicago, March 31-April 2, for the Seventh Annual Symposium and Exhibit of the Point-of-Purchase Advertising Institute.

On display were 75 exhibits by lithographers, display builders and other members of an industry which turned out, in 1952, some \$700 million in point-of-purchase advertising for the nation's selling companies, compared with \$438 million in 1949.

At idea-sparking sessions in conjunction with the displays, sales-advertising executives heard Ralph Head, merchandising executive with Batten, Barton, Durstine & Osborn, Inc., remind advertisers that the "three necessary steps to make selling most effective are:

"1. Distribution to make a product available.

"2. Good advertising to pre-sell a product and win acceptance.

"3. Practical merchandising at the point-of-purchase with good displays at the vital point where the product is available, to encourage shoppers to make the decision to buy."

R. Harvey Whidden, vice-president sales, W. A. Sheaffer Pen Co., Ft. Madison, Ia., told 1,500 people at the luncheon session that "Business is going to return to competition, but many businessmen may discover that they will be left behind.

"During World War II," Whidden recalled, "salesmanship consisted of explaining to your customers why they couldn't have any of your products and at the same time striving to

keep them friendly.

"During the immediate postwar years, there was such a tremendous demand for consumer goods we thought we were pretty hot guys. Now is the time for fundamentals."

For 1953-54, officers of POPAI will be: Re-elected president: William L. Stensgaard, president, W. L. Stensgaard & Associates, Chicago; re-elected chairman: E. K. Whitmore, president, Oberly & Newell Lithograph Corp., New York; and re-elected first vice-president: Walter J. Ash, vice-president, Consolidated Lithograph Corp., New York. The second vice-president: William Melish Harris, president, William Melish Harris & Associates, New York.

Turn the page for "P-o-P Plays 40% Larger Part" →

P-o-P Plays 40% Larger Part In Major Advertisers' Plans

Despite bigger budgets and stronger media competition p-o-p share of dollars has risen sharply since 1948. SM study shows nine groups of consumer products today have higher ratios, with apparel and beverages leading. Sales and advertising heads both decide on programs.

BY LAWRENCE M. HUGHES

In 1953 national advertisers in 12 large consumer-product industries will spend for point-of-purchase advertising 40% more of all their advertising dollars than they did in 1948.

Of their combined expenditures then, p-o-p got 10%.

Of their combined budgets now—and with most individual budgets larger—p-o-p has been allotted 14%.

Thus despite the rise of television and more intense competition from other media, at-the-store efforts of these advertisers have been stepped up from one-tenth to one-seventh of all the advertising they do.

Among more than 80 advertisers who took part in this study by SALES MANAGEMENT, the p-o-p share of total still ranges widely. It stretches today from 2% to more than 50% as compared with zero to 47% five years ago.

But analysis of more than 70 who provide ratios for both years emphasizes a sharp trend toward the higher ratio brackets.

They Spend More

In 1948, 58% of these advertisers spent 9 cents or less of each of their advertising dollars in point-of-purchase. In 1953, only 42% of them will spend 9 cents or less for it.

In 1948, 31% spent from 10 to 19 cents in p-o-p. This group is now 35% of all of them.

And whereas in 1948 only 11% devoted 20 cents and more of each of their dollars to p-o-p, 23% have now moved up into this bracket.

Today, nine of the 12 industry groups give p-o-p a bigger piece of their respective "pies" than they did five years ago. In two groups—auto-

mobile accessories—tires and household products—the respective group ratios are unchanged, at 8.5% and 6.3%. Drugs and cosmetics are the only group reporting a decline—from 7.7 to 7%.

On the other hand, increases are reported for:

Men's wear—where p-o-p share-of-total has climbed from 25 to 33%;

Soft drinks and beer—from 20 to 25% of totals;

Liquor and wine—from 15 to 19%;

Women's apparel and textiles—from 11 to 16%;

Foods and food beverages—from 7.7 to 10.7%;

Industry P-o-P Ratios

Radio-TV-electric appliances — from 7 to 10%;

Jewelry-watches-silverware—from 5 to 10%;

Sporting goods-cameras—from 5 to 10%, and

Gasoline and oil—from 5 to 7%.

Three individual companies are not included in a group: A leading shoe manufacturer reports a current p-o-p ratio of 20%. His statement suggests an increase, but he gives no 1948 figure. A large paint manufacturer has held p-o-p at 5%. A toy company which did no advertising at all five years ago, now spends 5% of a \$150,000 budget in this medium.

Although most participants provide percentages instead of dollar ratios—and nearly all ask us not to identify their companies, SM estimates that about two-thirds of 82 repliers who use point-of-purchase now have total annual advertising budgets of more than \$1 million. At least 15 spend more than \$5 million and several more than \$10 million.

Thus the combined expenditure of all 82 for all advertising purposes may be \$300 million.

At 14%, their p-o-p efforts would exceed \$40 million. . .

One advertiser who permitted identification is Ben Wells, vice-president for sales and advertising of Seven-Up Co., St. Louis. He says, "We have always emphasized point-of-purchase above all other media for soft drink marketing. It takes larger, more extensive and more expensive signs now to do a comparable job."

Between 1948 and 1953 Seven-Up boosted advertising expenditures from \$3.2 to \$4.5 million. Meanwhile the p-o-p part was raised from \$1.5 to \$2.3 million—or from 47 to 51%.

P-o-P Factors Included

SM asked advertisers to "include under Point-of-Purchase the costs of preparing, distributing and installing all types of window and in-store displays and dispensers."

After noting that the p-o-p ratio of Anheuser-Busch, Inc., St. Louis (Budweiser and Michelob beer) has climbed from 15 to 38%, Herbert E. Palaith, director of merchandising, shows that distributors pay costs of distributing and installing material. If these are added to the company's costs of preparing material, he explains, the current Anheuser-Busch ratio "should be changed to at least 65%."

Thus of the company's total budget, estimated at nearly \$10 million, the dollar weight behind its p-o-p program becomes about \$6.5 million.

One food advertiser has increased domestic advertising since 1948 from \$6 million to \$8 million, or by 33%. But because of "definite realization of the importance of impulse purchases and related-item selling," it has nearly trebled p-o-p, from \$250,000 to \$700,000.

A women's hosiery manufacturer, doubling p-o-p from 15 to 30% of total, stresses the "impulse factor." . . . A men's wear company steps up p-o-p from 40% to 50% of budget, because "dealer support is needed to further increase sales." . . . A silver-wear firm reduces magazine advertising and quadruples its work at point-of-sale.

The president of a household product company reports paring total expenditures from \$2.5 million in 1948 to \$1,250,000 today. But p-o-p's part has grown from 0.4% to 2%. His reasons: "Growth of super markets. If one can originate a successful idea, it really pays off."

Walter J. Daily, vice-president and manager, vacuum cleaner division of fast-growing Lewyt Corp., Brooklyn, finds that in-store advertising helps to overcome "a decline in effectiveness of (retail) sales people." While Lewyt in five years has quadrupled total budget from \$500,000 to \$2 million, the point-of-purchase part of it has multiplied tenfold, from \$10,000 to \$100,000.

And Robert M. Gray, advertising and sales promotion director of big Esso Standard Oil Co., New York, reports a rise in this medium from 5-6% to 7-8% of all efforts, because "it does a job for us." . . .

In the last five years more than five times as many advertisers have increased as have decreased their relative emphasis on point-of-purchase advertising. Specifically, of 71 companies reporting ratios for both 1948 and 1953 (and others note them only for one of these years)

43 companies, or 60%, today give p-o-p a *larger* share; 8 companies, or 11%, give it a *smaller* share, and in 20 companies, or 29%, the p-o-p share is *unchanged*.

Drug-Cosmetics Less

Just as the drug-cosmetic group is the only one which apparently spends in this medium today a smaller share, it is also the only group in which more individual companies report declines in p-o-p ratios: Of eight drug-cosmetic companies, two are *up*, three *down* and three *even* in share of total.

On the other hand, the four men's wear companies are *all up*. So are all four in jewelry-watches-silverware, all four in sporting goods-cameras, and all five in gasoline and oil.













Proportions of three companies in auto accessories-tires are *all even* with five years ago.

Of eight reporting in women's apparel-textiles, five are *up* and three *even*. Of six in radio-TV-appliances, four are *up* and two *unchanged*.

The four other groups have more ups than downs: Of seven foods, four are *up*, one *down*, two *even*; five soft drinks-beer, four *up* and one *down*; nine liquor and wine, five *up*, two *down* and two *even*; six household products, two *up*, three *even* and one *down*.

P-O-P BY INDUSTRIES

Percentage of the total consumer advertising budget for 1953 which goes for point-of-purchase materials:

Household Products  6.3%	Sporting Goods and Cameras  10.0%
Drugs and Cosmetics  7.0%	Foods and Food Beverages  10.7%
Gasoline and Oil  7.0%	Women's Apparel, Textiles  16.0%
Automotive and Tires  8.5%	Liquor and Wine  19.0%
Electric Appliances  10.0%	Soft Drinks and Beer  25.0%
Jewelry-Watches-Silverware  10.0%	Men's Wear  33.0%

Not included in the above summary are several companies which suggested *ups* in their comments but which failed to give figures for both years.

1. Who took part in this survey?

SM wrote to 300 representative large and medium-sized advertisers in 25 consumer-product groups of *Standard Advertising Register*, divided roughly in proportion to total number of advertisers in each classification. They were also divided, 150 each, between makers of "consumables" (foods, beverages, drugs, etc.) and "usables" (clothing, household products, etc.)

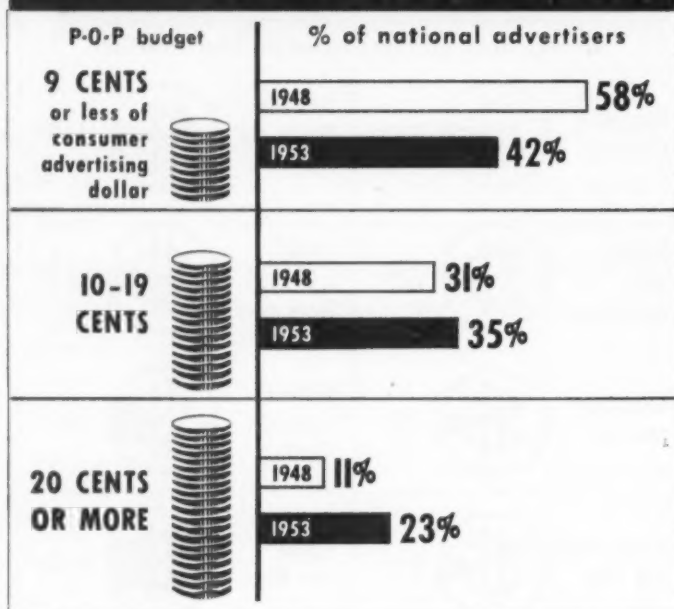
Eighty-four companies, or 28%, replied. Two—in sweets and in automobiles—said they don't use p-o-p. All the 82 others do. These represent all the SAR groups covered except home furnishings (furniture, rugs, etc.) and smoking requisites.

Of the 82, 42 sell "usables" and 40 "consumables."

More or less related products—partly by the types of stores through which they sell—were put together to form 12 groups. The sole tire repplier, for instance, was merged with auto accessories. Food beverages are joined with foods and cosmetics with drugs. Radio and television receivers are wrapped up with electric appliances in one electronic package.

Of the 82 repplier-users of p-o-p, nine are in foods; six in beer-soft drinks; nine liquor-wines; nine drugs and cosmetics; 12 women's apparel-textiles; four each in men's wear, jewelry, etc., and in sporting goods-cameras; seven "electronic"; six household products (from household paper and cleaning equipment to pots and pans); five gasoline and oil; three auto accessories, and others in paint, shoes and toys.

P-O-P GETS A BIGGER SHARE



2. Who makes "major decisions on point-of-purchase budgets, policies and programs?"

Answers may have been affected somewhat by positions of the *repliers*. Omitting eight who did not identify themselves:

One reply came from a president; one from a v-p for sales and advertising; six from v-p's for advertising; five from v-p's for sales; five from general sales directors or managers; 32 from advertising directors or managers; eight from sales promotion directors or managers; six from advertising and s.p. directors; five from assistant advertising managers.

Other repliers were marketing directors, merchandising directors, an "advertising consultant," and a "purchasing agent, displays and packaging."

Most repliers mentioned two or more p-o-p decision-makers in their company. For the 82 companies they include:

- 24 presidents;
 - 32 v-p's—predominantly of sales;
 - 27 general sales directors or managers;
 - 65 advertising directors of managers;
 - nine sales promotion directors of managers, and
 - four merchandising directors.
- Among other decision-making fac-

tors reported are an executive v-p, a general manager, a director of marketing, a manager of marketing and sales research; "advertising committee," "sales and advertising executives," "marketing department"; product division managers and area and branch sales managers; display manager, advertising assistants, and a promotion and publicity manager.

In 29% of these companies the president helps to make major p-o-p decisions. He is mentioned in all groups but one—auto accessories-tires. He is noted by half the repliers in soft drinks-beer, drugs-cosmetics and sporting goods-cameras; by 40% in gas and oil; one-third in liquor-wine and household products, and by one-fourth of all the others except food (two of nine) and electronics (one in seven.)

Some companies in all 12 groups cite the vice-president, sales, as a p-o-p decision factor. He is mentioned by all four in men's wear; by two of three in auto accessories; three of six soft drinks-beer; four of nine in foods, liquor-wine and drugs-cosmetics; three of seven in electronics; by one-fourth of women's apparel, jewelry and sporting goods companies... but only one in five in gas and oil, and one in six in household products.

Many companies have a v-p for sales but not a general sales director or manager—and vice versa. (Although all four men's wear companies

give their "v-p sales" a voice in point-of-purchase decisions, none of them mentions a "general sales manager!") Combining these titles for this analysis, sales directors thus seem to have as much to say as do advertising directors about p-o-p "budgets, policies and programs."

Industry Group	Sales Directors	Advertising Directors or Managers
Nine food companies	7	8
Six soft drinks-beer	4	3
Nine liquor-wine	7	8
Nine drugs-cosmetics	7	5
Twelve women's aprl.-textiles	8	11
Four men's wear	4	3
Four jewelry, watches, etc.	3	3
Four sporting goods-cameras	2	4
Seven radio-TV-appliances	7	6
Six household products	2	5
Five gasoline and oil	4	3
Three auto accessories-tires	2	2
One shoes	1	1
One paints	0	1
One toys	1	1
Totals of 81 companies	59	65

In some of these companies the sales executive's title is director of marketing. And in some companies the p-o-p function is directly in charge of a sales promotion or a merchandising director. Others have specialists working on it under the advertising director. But in addition to general sales executives, several companies note the product division and area sales managers as factors.

Thus major decisions on point-of-purchase advertising are a *group problem*—in which general, sales, advertising, and sales promotion executives all have a voice.

3. What is the advertising agency's role in p-o-p?

Of 80 companies replying, only two—one in foods and one in home products—give their agency a *major* part.

Twenty-four call their agency's part *substantial*.

Thirty-five say it is *minor*.

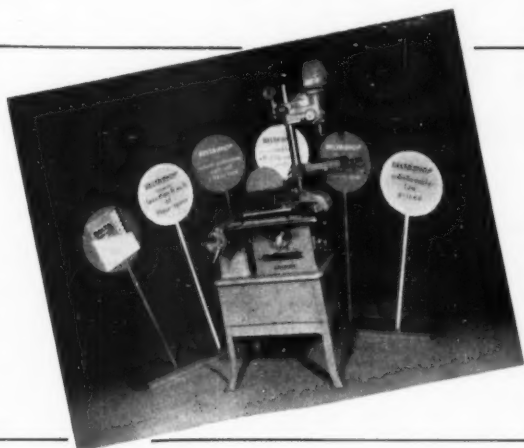
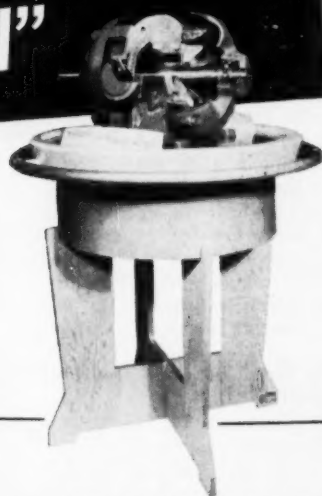
And 19 report that the agency has *no part at all*.

Only 32.5% of these advertisers give the agency a major or substantial job to do, and 67.5% get little or no help from this source.

However, among the 12 groups agency contributions vary considerably. Those who call agency's work

Develop more customers at point of purchase WITH GARDNER-BUILT "SILENT SALESMEN"

The culmination of all advertising effort lies at the point of purchase. Here, a sales message that stresses a product's features clearly, forcefully, does much to assist in closing a sale that advertising started.



Above: Compact, convincing unit that made prospects conscious of Delta Tools . . . induced them to buy.

Above, right: Cut-away of Westinghouse lint-free Textile Motor tells its "inside" story at a glance.

Right: Durability of Boltaflex coverings is emphasized by the cut-out of a youngster "bouncing" up and down on the chair.

Gardner has created hundreds of point of sale displays. Many were for the nation's largest firms as well as small companies who wanted unusually different and effective material. As a matter of fact, one Gardner creation was just recently used for "The Hall of Fame" of the Point of Purchase Advertising Institute at Chicago.

Your displays, too, will be better "silent salesmen" when you subject them to Gardner's creative imagination. Investigate the possibilities.



**GARDNER CREATES
SHOWMANSHIP
THAT SELLS!**

GARDNER
displays

**WRITE, WIRE OR PHONE
FOR FULL INFORMATION NOW**

CHICAGO
1937 W. Hastings St., Chicago 8, Ill.,
TAylor 9-4600

PITTSBURGH
477 Melwood St., Pittsburgh 13, Pa.,
MAYflower 1-9443

NEW YORK
516 Fifth Avenue, New York 36, N. Y.,
VAnderbilt 6-2621

DETROIT
810 Book Tower Bldg., Detroit 26, Mich.,
WGodward 2-3557

on p-o-p substantial range from three of the five oil companies, six of the 12 in women's apparel-textiles and four of nine in liquor-wine, to two in seven in electronics, two of eight in drugs-cosmetics, down to none at all in jewelry, sporting goods, and auto accessories.

The agency's minor part is cited mainly in jewelry—by three of four companies; soft drinks-beer, four of six, and drugs-cosmetics, five of eight.

One or more advertisers in all groups give the agency some p-o-p role. But excepting gas and oil, there are also companies in every group who give the agency no role at all. Industries in which the agency does no p-o-p work are led by sporting goods-cameras, 50%, and foods, women's apparel-textiles and auto accessories—in which one-third of all advertisers report no agency cooperation.

4. Who conceives and executes p-o-p advertising?

Eighty advertisers mention a total of 127 conceivers and executors. The questionnaire listed "display services" and "lithographers" and left space for "others." The write-in vote for "our own company" and for "our advertising agency" should be noted:

Thirty-nine repliers say this work is done, at least in part, by "our company" or "our staff" or department. Thirty-eight mention lithographers; 31, display services, and 12, their regular advertising agency. Among eight other helpers are "local artists," "suppliers," and one "special agency."

"Own company" and lithographers are reported by about half, display services by 39%, and agencies by 15% of repliers.

Eight of nine food advertisers do their own p-o-p creation. But four cite help of lithographers and two of agencies. Other companies where conception at least is done at home range from two-thirds of advertisers in both hard and soft beverages, 50% in home products and men's wear, five of 12 in women's apparel, two of five in gas and oil, three of eight in drugs-cosmetics, two of seven in electronics, one in three in auto accessories, to 25% in jewelry and sporting goods.

Lithographers are checked by all men's wear advertisers; five of seven in electronics, six of nine in wine and liquor, and five of eight in drugs-cosmetics. At the other extreme, lithographers are not mentioned by jewelry nor home product advertisers.

Display services help all four jewelry-watch-silverware firms; more than half of those in men's wear, electronics and women's wear, and half in home products and sporting goods. In contrast, no food company

and only one each in soft drinks and auto accessories reports them.

Two companies each in foods, home products and gas and oil credit their agencies for p-o-p assistance. So do one each in hard and soft beverages, drugs-cosmetics, women's apparel and electronics. But no agency help is noted by any advertisers of men's wear, jewelry, sporting goods nor auto accessories.

5. What's the low-down on p-o-p ratio trends?

Although the number of companies in our industry groups may be too small to indicate "averages" accurately, we still may reveal trends and standings. Both in 1948 and in 1953, the four leading groups in average company ratio for point-of-purchase have been, in order, men's wear, soft drinks-beer, liquor-wine and women's apparel-textiles. The standings:

Rank	Industry	1948
1.	Men's wear	25 %
2.	Soft drinks-beer	20
3.	Liquor and wine	15
4.	Women's apparel-textiles	11
5.	Drugs-Cosmetics	7.7
6.	Foods	7.6
7.	Radio-TV-appliances	7
8.	Auto accessories-tires	7
9.	Home products	6.3
10.	Jewelry, watches, etc.	5
	Gas and oil	5
	Sporting goods	5

Rank	Industry	1953
1.	Men's wear	33%
2.	Soft drinks-beer	25
3.	Liquor and wine	19
4.	Women's apparel-textiles	16
5.	Foods	10
	Radio-TV-appliances	10
	Jewelry-watches-silverware	10
8.	Gas and oil	8
9.	Drugs & cosmetics	7
	Auto accessories-tires	7
	Sporting goods-cameras	7
12.	Home products	6

Widest diversity of p-o-p ratios has been shown by soft drink and men's wear companies. Currently the narrowest is in drugs-cosmetics.

For soft drink advertisers in 1948 the spread was between 4 and 47%. In 1953 it ranges from 2 to 65% (Anheuser-Busch).

In men's wear: 5 to 40% in 1948; 5 to 50% in 1953;

Liquor-wine: 2-30% then; 5-30% now;

Women's apparel-textiles: 2-30% then; 5-30% now;

Sporting goods-cameras: 3-5% then; 5-25% now;

Foods: From 4-15% to 5-20%; Radio-TV-appliances: From 2-12% to 5-17%;

Jewelry, etc.: From 2.5-6.45% to 7.14-15%;

Drugs-cosmetics: From 5-20% to 5-10%;

Household products: From 0.4-15% to 2-15% plus;

Auto accessories-tires: 5 to 12% in both years;

Gasoline and oil: From 4-6% to 6-10%.

Of 68 advertisers reporting 1948 figures, 11 devoted to p-o-p 4% or less of their advertising budget. Twenty-eight spent 5 to 9%; 12, 10-14%; nine, 15-19%; three, 20-24%; two, 25 to 29%; one, 30 to 34%, and two 35% and more.

Of 74 advertisers—nearly all of them the same—who report 1953 ratios, only four now spend 4% or less. Twenty-seven spend 5-9%; 21, 10-14%; six, 15-19%; four, 20-24%; five, 25-29%; four, 30-34%, and three, 35% and more.

In the five-year period gains were made in the 10-14% bracket and in all brackets of 20% and higher.

Still there were some declines.

6. Why have a few advertisers cut p-o-p ratios?

The sole "decline" in foods was noted by an advertiser who in the five-year period boosted his total budget from \$4 million to \$5 million. Meanwhile his p-o-p spending rose only from \$600,000 to \$700,000. Thus his ratio dipped from 15 to 14%. He says: "Our usage of p-o-p is quite consistent year after year."

A soft drink advertiser who cut from 16.3 to 7.5% explains: "Our use of p-o-p materials is in cooperation with distributors, and their budgets cover our basic requirements. We invest in short-life type of displays for special promotions, etc."

(One soft drink advertiser, excluded from comparative figures because he omits 1948 ratios, now spends \$800,000 of a \$2.9 million total in this medium—or 27%. Yet he says his company emphasizes p-o-p less because this material is "less acceptable to super and self-service markets.")

A liquor advertiser cuts from 30 to 25%—and blames "high cost of material and installation, without commensurate increase in exposures to public."

A second liquor company boosted p-o-p from \$300,000 to \$400,000, but entire budget from \$2.5 to \$3.5 million. Thus the point-of-purchase ratio dipped from 12 to about 11%. This advertiser makes no comment.



GAIR

CARTONS

CREATE

CONSUMER DEMAND



Survey after survey in syndicate stores, super markets, department stores and other important retail outlets, reveal the significant fact that Folding Cartons NOW play an important part in Creating Consumer Demand. More than ever attractive packaging becomes a vital part of distribution, merchandising and advertising.

When it comes to creating Consumer Demand in Self-Service markets and other retail outlets Gair Folding Cartons are maintaining traditional leadership . . . a leadership that has existed for almost a Century.

Write for Brochure on Gair Cartons

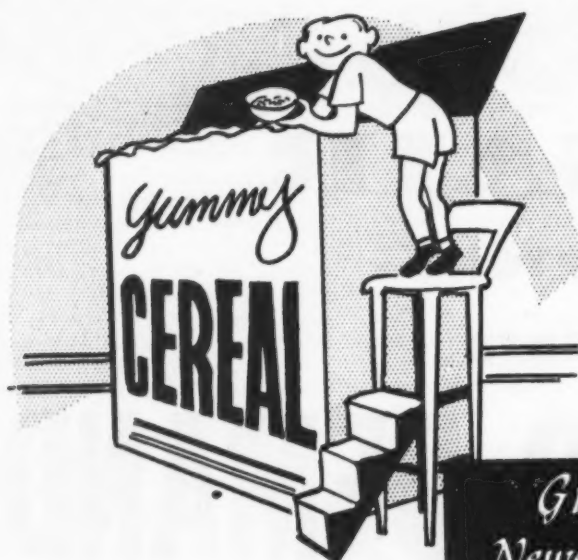


GAIR

PAPERBOARD
FOLDING CARTONS
SHIPPING CONTAINERS



"This is the size we buy in the Growing Greensboro Market!"



Sales Management Figures

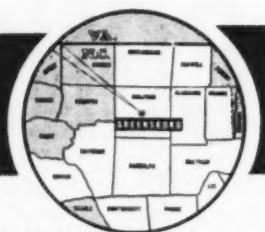
BIG, ECONOMY-SIZE SALES come easier in the Growing Greensboro Market — buying bonanza of the South's No. 1 State . . . In the 12 rich and productive ABC counties that comprise this North Carolina sales-center—you'll do a striking sales job with 1/6 of the state's 4-million people who account for 1/5 of the state's \$3-billion total sales . . . And the biggest single media factor in this area is the 100,000 daily circulation of the GREENSBORO NEWS & RECORD. . .

The only medium with dominant coverage in the Greensboro 12-County ABC Market, and with selling influence in over half of North Carolina!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.



But a third liquor advertiser—who in five years has halved both total budget and the p-o-p part of it—complains of "terrific waste" in this medium!

A drug-cosmetic advertiser who reduced p-o-p from 20 to 10% of total has no explanation. However, two other drug-cosmetic "cutters" turned out to be quite constructive. Their respective over-all totals have grown to \$2 million and \$4 million. In the process p-o-p ratios have declined from 10 to 6% and from 6 to 5%. The first points out that more dollars still are devoted to this medium, and the other says: With the trend toward "self-selection in packaged goods, we plan to increase emphasis on p-o-p."

Since 1948 a household product manufacturer has more than trebled total expenditures, to \$5 million. In the process p-o-p has multiplied only two and a half times, to \$125,000. An executive reports greater use of this medium, "because we have more products in more stores, for greater volume. Our products are more self-merchandised than most food-store items and do not require, nor can we utilize effectively, a large p-o-p budget."

7. Why have nearly all advertisers expanded p-o-p ratios?

Note that more than five times as many companies have expanded as have reduced the point-of-purchase share of their budgets. Here, by industries are the reasons why nearly all participants have awarded this medium a more important role.

Foods: One food packer (current ratio 10%) stresses "increasing importance of merchandising at retail levels." A rival company (20%) cites "more self-service markets; more flexibility in our sales program." A fresh and canned fruit organization (10%) also is placing more emphasis on "merchandising."

Soft drinks-beer: A soft drink company (25%) says "p-o-p is the basis of our business—most buying being of impulse nature." A fast-growing brewer (15%): "Essential to a well-balanced advertising program. Ties together all other media at point-of-sale." Budweiser (38 or 65%!): "Because we have seen traceable results."

Liquor-wine: One distiller (30%) shows "harder selling is needed now," and another (30%) adds that "more

competitive selling conditions (require) more effective merchandising policies." A third distiller (20%) finds "p-o-p reaches many customers who may not see newspaper or magazine advertising."

Hugh D. Smith, advertising manager, Petri Wine Co. (15%), of San Francisco: "Much of our sales are due to impulse buying at retail level. Consequently we are increasing p-o-p advertising proportionately."

Drugs-cosmetics: Two advertisers, both now with 10% ratios, say simply "p-o-p even more important today," and "expanded markets." A packaged medicine firm, with ratio unchanged at 10%, notes that sales in five years have "increased 40%. This of course gives us more for p-o-p."

Women's apparel and textile advertisers are more voluble. One in textiles who has reduced total budget from \$900,000 to \$500,000, has increased the amount for p-o-p from \$15,000 to \$30,000-\$40,000, and the ratio from 1.6 to between 6 and 8%. His reason: "It's important to merchandise advertising right through to the consumer."

A western manufacturer of wom-

en's apparel in five years has nearly doubled total budget but more than trebled the dollars devoted to point-of-purchase—his ratio rising from 7 to 12%: "Visual selling definitely moves goods at the retail level." . . . A brassiere company has uplifted p-o-p from 15 to 20%, "to bring our national advertising, which has increased, closer to the stores' selling efforts." . . . A hosiery maker, doubling to 30%, finds "more sales are created through the impulse generated by display." . . . A large textile concern has expanded from "under 2%" to 12%, and explains: "We are smarter than we were five years ago."

Men's wear advertisers, all of whom have strengthened p-o-p ratios, are equally unanimous in giving reasons. One (up from 20 to "over 30%"): "We have always done a hard-fisted p-o-p program. Competition is keener. . . . Being the leaders in our field and desiring to maintain that leadership, we have stepped up our p-o-p program and expect to continue increasing it."

A company which for five years has been "over 30%" has learned that "dealer support is needed to further increase sales."

A shirt maker (5% now; no ratio given for 1948) suggests expansion: "Stronger budget, change in policy over last few years; also greater demand of our customers for this assistance."

Murray Dolmatch, sales promotion manager, reports that Frank H. Lee Co., men's hats, Danbury, Conn., has doubled ratio from 10 to 20%: "We feel it vitally important for dealers to tie in with our national advertising. Dealers are more merchandise-minded and so are our p-o-p aids."

Jewelry, watches, silverware: Silverware, quadrupling from 2.5 to 10%: "Reduced expenditures in national magazines are compensated for with more intensive point-of-sale programs." . . . Clocks (5 to 10%) would have spent more in 1948 except for "product scarcity." . . . Watches (5 to 15%): "We are in a more competitive market now, so must push hard for window and counter space with improved techniques and material."

One watch maker has lifted p-o-p from \$60,000 of a \$930,000 budget total in 1948 to \$100,000 of \$1.4 million, or from 6.45 to 7.14%. Among other things he seeks with this

medium to develop "closer coordination with national advertising at local level."

Sporting goods-cameras: A camera company (now 25% but 1948 ratio not noted) gives three reasons: P-o-p "helps retail salesmen by saving on selling time; helps inexperienced sales people, and increases space advertising effectiveness." . . . A firearms manufacturer: "Demand by dealers for material." . . . A sports and school equipment producer does his commenting with figures: In 1948 he spent in this medium \$15,000 of \$500,000, or 3%; today he spends \$40,000 of \$670,000, or 6%.

Radio-television-electric appliances: One major company has kept p-o-p ratio at 5%. An executive explains that "we do not deemphasize p-o-p material as a whole. But we have definitely deemphasized expensive, permanent or board-backed lithographed displays. We now stress demonstration helps, informative labels and tags (which we call p-o-p) and inexpensive paper posters."

But a big rival, doubling from 5 to 10%, points out that his company's products "require more extensive display and exposure at dealer level—

Gibraltar

Rc FOR RISING SALES

A PERMANENT REFERENCE FILE ON **Merchandising Displays**

"What Goes Up, Must Come Down"
—Tired Old Saying

AS CHARTER MEMBERS of the Tonnelle Avenue Skeptics' Society, we submit that when a Gibraltar MD* writes the **Rc For Rising Sales**, what goes up, stays . . . UP!

Rc FOR RISING SALES is for you. Just clip the coupon . . . or 'phone.

THIS HANDSOME reference file shows how to send sales sky-high with low-cost, big-return corrugated floor-stands and counter-displays. Here are facts . . . figures . . . lots of photographs. You'll find **Rc** a pleasure, a guide and an inspiration in your own approach to point-of-sale problems.

ONWARD AND UP! with Gibraltar.

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CORRUGATED PAPER COMPANY, INC.

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Longacre 5-3405, N.Y. or Union 3-4700, N. J.

Visit us at the
P.O.P.A.I. Show,
Booths 59-60.

*Merchandising Display

GIBRALTAR CORRUGATED PAPER CO. INC.
8101 TONNELLE AVE., NORTH BERGEN, N. J.

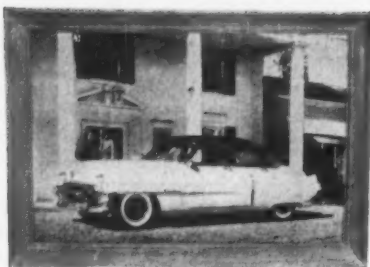
Please send me a copy of **Rc** for Rising Sales.

Name _____

Company _____

Address _____

City _____ State _____



shedding some light on the subject of TRANSPARENCIES

Q. What is a transparency?

A. A reproduction of a picture in full color of any color film or art work, mounted on a shadow box and back-lighted to attract attention.

Q. What is its purpose?

A. To tell a story pictorially at the point-of-purchase, utilizing the additional value of light to provide attention and thus obtain greater readership. Transparencies have proven a powerful stimulus to sales with increases as high as 300%.

Q. What is the difference between PLASTIKOLOR-PIX and other transparencies?

A. Primarily, quality and cost. PLASTIKOLOR-PIX was the pioneer in developing low cost, top quality advertising display transparencies. Our transparencies do not fade; have the same color values lighted or unlighted; use plastic plates without halftones or screens to reproduce all of the delicate tones of the original art directly onto plastic film with identical color images in perfect register on both sides.

Q. Where can I get information on PLASTIKOLOR-PIX and obtain samples?

A. Drop a line to the address below. An actual wood-framed shadow box will be sent to you gratis with several examples of PLASTIKOLOR-PIX so that you may see for yourself the apparent advantages of using the best transparencies made. Then check with us for quotations on any run over 500.

WM. MELISH HARRIS ASSOCIATES
52 VANDERBILT AVE., NEW YORK 17
OREGON 9-3777

both in window and floor displays."

In five years one vigorous factor in radio and TV has boosted his budget from \$2 million to more than \$4 million. The p-o-p part of it has grown from "10 to 15%" to "15 to 20%."

Household products: Apparently a manufacturer who gives only 1948 ratio (15%) has put on more steam for 1953, for he emphasizes that "good store display is more necessary." . . . Another, who might like to do more (5% for both years) lacks "detail men at retail level."

Gasoline and oil: An advertising executive of one of the largest companies (up from 5 to 10%) notes "growing realization of the increased importance of this medium." . . . The sales manager of a western company (unchanged at 5%) shows that p-o-p is "becoming more important." His company "may go to 10% in 1953." . . . While reporting only a 1953 ratio of \$225,000 on \$3 million, or 7.5%, one concern implies expansion, due to "growth in over-all business."

The sales manager of an oil company which has expanded p-o-p ratio from 4 to 6% gives these reasons:

"1. To stimulate distributor salesmen's enthusiasm with an added advertising idea, and

"2. To capitalize on an opportunity which appears to be neglected by the bulk of our competition."

The sole "commenter" among repliers in *automotive accessories-tires* is Karl H. Mayers, advertising director, Purolator Products, Inc., Rahway, N.J., whose ratio has held steady at 12%. He says, "we have had unusual success in posting our material."

An executive of one of the largest shoe manufacturers gives a 1953 ratio of 20%, but no 1948 figure. He emphasizes that "national advertising is worthless without point-of-purchase advertising."

Playskool Manufacturing Co., Chicago, toys, did no advertising at all in 1948, reports Max H. Grimes, advertising and sales promotion director. This year it will spend for p-o-p from \$6,000 to \$10,000 of a total budget of \$150,000. The reasons are "the self-service trend" and "the failure of stores and departments to properly merchandise over-the-counter products." . . .

Small advertisers and large have a lot of reasons for putting more of their promotional power into Point-of-Purchase.

Business Card PROBLEMS?

Over 3000 nation-wide companies use Hill's special purchase plan for ordering distinctive, expertly designed business cards. You, too, can have the best!

R.O.H. HILL, INC.

Send for FREE Style Book 270M1 Lafayette St., NYC 12

MOTION

By Gale Dorothea



The good news is that the low cost automatic cardboard book previously available only to large national advertisers is now available to all users of point-of-purchase advertising.

This "Turning Book" has been used exclusively by three major advertisers — Rheingold Beer, Schenley Liquors, and Crosley TV Sets.

Einson-Freeman, creators of the Book, have now named Gale Dorothea Mechanisms, largest makers of animated mechanisms in the country, as sole distributors in lots of 1 to 500.

If you wish to get readership, at the point-of-purchase, of a series of short messages, this



low cost eye-catching animator with its eight sides of copy may prove a most effective technique.

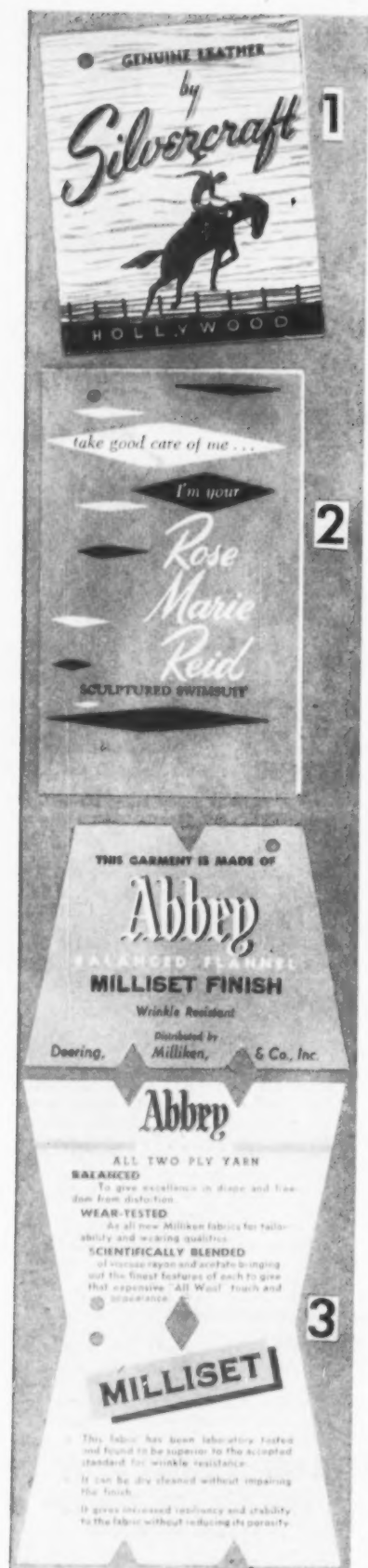
Here is a real opportunity to be first in your field with this

automatic page turner. For details, or suggestions, write us now. **GALE DOROTHEA MECHANISMS, INC.**, "The Supermarket of Animation," Elmhurst, Long Island, N. Y.

**don't sell
Detroit "short"
by using only HALF
of this great and growing
Detroit Market
at the expense of the
"HALF"
covered by the Detroit Times.
—in Detroit you need
BOTH segments!
BOTH audiences!
BOTH markets!**

*The Detroit Times "HALF" of the Detroit Market
Is Just as Important as the "Other Half"*

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE



TAGS

Are Learning to Sell

A merchandise tag is not a frill.

A properly designed tag may represent as much as 100% of all the creative sales effort on your product to which thousands of prospects are ever exposed. Consider the casual "looker" in the retail store. In the absence of a salesperson the tag can grab something more than glance-level attention. It can answer key questions that pop into the prospect's mind. (Will it wash? What's it made of? How do I take care of it? What makes it better than another product of the same kind?) A crisp

summary of value-features can tip the buying decision to the point where the customer will tote the goods to the wrapping desk and put down his money.

Even when a salesperson is available, a well-designed tag can provide the cues to what to say about the product—information the salesperson quite often is unable to carry in his head. Dollar investment and size considered, the merchandise tag is one of our hardest-working advertising and merchandising tools. It's also one of our most neglected media.

The tags on these pages:

1. HANDBAGS: Chosen for its fine "tag personality." Inside copy mentions that leather used is oak bark tanned, points to water-repellent finish, color fastness; tells how to clean. Silvercraft of Hollywood.

2. SWIMSUITS: Chosen for its skillful handling of instructions about care. Inside copy lists seven basic rules for care. Samples: "Take care with your fingernails when putting me on." "Please rinse me when we get out of the water." "Hang me in the shade and for heaven's sake don't put me away damp!" Back of tag has size, color, price, style number. Rose Marie Reid.

3. APPAREL: Chosen for what it does to identify a material that otherwise might be lost in the finished product. Shown: back of tag, center spread. Deering, Milliken & Co., Inc.

4. TOOLS: Chosen for excellence of tag application to industrial product. A tachometer in layman's language is a speed counter. Cover and center spread shown. Back specifies ranges, accuracy, weight. General Electric Co.

5. BABY STROLLER: Chosen for effective boil-down of complete sales story. Inside spread lists seven sales points, with short copy expanding on each: Safe, convenient, comfortable, sturdy, double-duty, shopping convenience, washable. Strollee of California.

6. AUTOMATIC IRON: Chosen for all-around excellence of treatment. Die-cut in iron shape. Front and center-spread shown. Note how effectively copy explains the values built into the product. Back has guarantee, Good Housekeeping seal. Lenders, Frary & Clark.

7. LUGGAGE: Chosen for its effort to increase the unit of sale. Center spread pictures five matched units . . . "complete your set of perfectly matched Lady Baltimore." Back cover calls attention to national advertising, is illustrated with cut showing magazine covers from Look, Holiday, Seventeen, Vogue, Good Housekeeping. The Baltimore Luggage Co.

8. BABY GARMENTS: Chosen for its specific answers to question in a mother's mind, "Why should I buy it?" Emphasizes that product is "sunfast, boilfast, bleachfast." Center spread amplifies: "Won't fade or run because they are vat-dyed to retain their fresh colors through countless washings." Pink and blue. McKem Sales Corp.

9. APPAREL: Chosen for gaiety, attention value, for exploitation of opportunity to build interest into a fabric. Copy on back describes origin and significance of Tartans. Maurice Holman.

10. FOUNDATION GARMENTS: Chosen for its quality air, excellent copy on care. Cover is shiny black with lettering in white and warm tan. Mona Lisa Foundations, Inc.

(More tags on next page)

SALES MANAGEMENT



Hand Tachometer

Measures RPM and FPM

accurate

instantaneous

FEATURES INCLUDE:

- sturdily built for long life and low maintenance
- cannot be damaged by over-speeding
- measures both clockwise and counterclockwise rotation

Power source for the tachometer is a standard flashlight battery located in the handle. Instrument is easily calibrated. Simply turn left-hand knob to Check B, then turn right-hand knob until



instrument pointer is at "B" point on scale. When left-hand knob is adjusted to desired scale range, instrument is ready for use.

4

5



6



COMPLETE NEW SOLEPLATE SCIENTIFICALLY DESIGNED

The Stroke-Tav's soleplate is designed to tear drop design for getting into corners and pleats, for sweeping strokes and for all around usability.

35% MORE IRONING SURFACE

Bigger soleplate means fewer strokes.

WIDE SLOPING BEVELED EDGE

Outmodes high bevel ordinary irons. Guides under buttons, into pleats and ruffles.

HEATS EVENLY FROM EDGE TO EDGE

1100 watt "extra heat" and in lifetime tubular unit.

BALANCED GRIP HANDLE

Has right and left thumb rests.

HAND-SET FABRIC DIAL

Recessed in handle, away from knuckles.

EXTRA LONG CORD—8 FT.

Full 2 ft. longer than on ordinary irons.

WEIGHS ONLY 3 1/4 POUNDS

Easy to handle, perfectly balanced to avoid fatigue.



Lady Baltimore

BEAUTIFUL
MATCHED
LUGGAGE

Guaranteed by
Good Housekeeping

Proven travel-worthy by Flight Test

7

8



STYLE SIZE

9



Authentic Tartan
MAURICE HOLMAN



10

how to care for your treasured MONA LISA

Do launder your Mona Lisa at least once a week, always use lukewarm mild soap suds, rinse thoroughly in two or three changes of lukewarm clear water.

Roll your Mona Lisa in a Turkish towel to remove excess moisture, then unroll at once, drying garters carefully.

Hang your Mona Lisa upside down, away from heat or hot radiation to dry.

If you wish to iron your garment, do not press nylon parts, do not press elastic sections, do use a moderately warm iron and press lengthwise while your garment is still damp. Hang it up again to completely dry.

today's foundation of beauty

Don't pin other garments to your lovely Mona Lisa. And be careful toilet preparations, especially deodorants, are harmful to and will shorten the life of a fine garment.

We have used great care in making this Mona Lisa foundation for you, you have shown care in purchasing this garment, and having it fitted perfectly, do take care of your Mona Lisa and it will serve you and your figure beautifully.

MONA LISA FOUNDATIONS, INC.
350 FIFTH AVENUE, NEW YORK 1, N. Y.



Tags Are Learning to Sell

(Continued from page 84 and 85)

11. FURNITURE: Chosen because the tag owes its origin not to the manufacturer of the furniture, but to the company that supplies the finish which is used. It's a care tag, a good one. American-Marietta Co.

12. COFFEE-MAKER: Chosen for its condensed college education on how to make coffee . . . how to care for Coffee-Maker . . . how to improve iced coffee . . . then winds up with quick summary of Abco's special sales points. Example: "22% faster heating with corrugated type bottom—retains heat longer." Abco Metals Products.

13. COSTUME APPAREL: Chosen as a successful example of the "off-beat" in tags. Strong eye-appeal, decided individuality. Copy on back: "When in need of fezzes, think of LAFSCO. Manufacturers of the finest quality, hand-embroidered Bullion fezzes, for officers, members, auxiliary groups." Los Angeles Fraternal Supply Co.

14. UNDERWEAR: Chosen because it lugs samples. Stapled to the third page are 19 tiny taffeta swatches showing the 19 different colors in which the same slip may be purchased. Back of tag: "Keeps its crisp, luxurious feel . . . will not crack or split . . . light and delicate, yet gives complete coverage . . . rinses sparkling clean and dries quickly." S. & Z. Mfg. Co.

15. SHOES: Chosen because it's so unusual to find a shoe manufacturer who uses a tag as a selling tool. A taste of the copy inside: "These slippers are hand-crocheted in the West Indies, and every pair is carefully examined before shipping . . . They never get out of shape . . . fit like a glove . . . will not snag your stockings. The metallic lastex is non-farnishing. Alcohol or salt water will not affect it. Each style is an exclusive design by Mr. Gustave, the originator of metallic lastex indoor slippers. . ."

16. KITCHENWARE: Chosen for its build-up of a well-rounded sales story for a product that intrinsically has little glamor. Tag die-cut in shamrock form. Back carries sketches showing use of measuring pitcher for mixing, pancake batter, waffle batter, frostings, measuring, refrigerator container. Southern California Plastic Co.

17. APPAREL: Chosen for its explanation of customer-benefits made possible by Unisec processing of fabric. Taste of copy: "OOPS! A spill or a splash? Don't worry! Just blot with damp cloth. No stain! Unisec-processed fabrics resist most non-oily stain-makers." "CAUGHT IN THE RAIN? You are safe! Unisec-processed fabrics are durably water-repellent . . . need no renewal even after repeated dry-cleaning. A money-saver!"

Credit lines: By American Tag Co.: Numbers 3, 4, 6, 10, 11, 15, 17.
By Eastman Tag & Label Co.: Numbers 1, 2, 5, 9, 12, 13, 16.
By Dennison Mfg. Co.: Numbers 7, 8.

Another Great American Brand Joins

"THE GREATEST
SALES SHOW ON EARTH!"



The "Kitchen Engineer"
with her Reynolds
Wrap, knows and
demands aluminum
foil packaging!



Watch them shine out, now, on Reynolds Aluminum Foil...the world-famous trade marks of National Biscuit Company! The first foil-packed cookies of the great Nabisco line are on the shelves... Chocolate Chip Pecan.

And there are more to come. For the evidence is overwhelming... baked goods keep five times fresher in Reyseal®, Reynolds exclusive heat-sealing lamination of aluminum foil, wax and paper. And Reynolds brilliantly colorful printing on foil attracts shoppers irresistibly... makes them buy for beauty, first, and con-

tinue to buy for quality. See how mouth-watering these cookies look... ever-fresh picture of an ever-fresh product. No "window" could show them to such advantage... because "windows" mean light rays that can spoil color and flavor.

Put your product in "The Greatest Sales Show on Earth"... the ever-growing display of Reynolds Aluminum Foil packages and labels on America's market shelves. Call the nearest Reynolds Sales Office. Or write to Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky.

*Reg. U. S. Pat. Off.

REYNOLDS ALUMINUM

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV • HEAR "Fibber McGee and Molly," Tuesdays, NBC Radio Network



NEW SALES POWER: When 25 non-competing bottlers split the costs on merchandising aids, all of them benefitted through p-o-p materials none would have been able to afford working alone. This metal stand holding 55 bottles, has been an effective sales builder.



COMPARE THE TWO: Photo at left shows application of Beverage Institute materials by Cott Beverage Co. The one at the right features the brand of another Institute member: Variety Club Beverage Co. Both feature a glass premium offer.

P-o-P Cooperative Program Pays Off for Soft Drinks

Local bottlers were losing rapidly to national brands. Then some of them formed Carbonated Beverage Institute, and pooled brains and dollars in potent p-o-p efforts. Now, across USA, CBI seal means quality and new demand.

The soft drink business was booming, for some *big* fellows.

Of approximately 6,000 local bottlers about half had become the big fellow's franchisees. The rest were struggling harder than ever to keep alive against all the big fellows and all their cohorts.

In fact, a lot of these independents have given up the struggle.

But 25 of them—members of the Carbonated Beverage Institute—today are gaining at least as fast as

their greatest rivals. From Connecticut and Carolina to California, they are co-ordinating brains, buying and selling power to build brands.

Of approximately two billion bottles of soft drinks in all sizes sold in this country in 1952—predominantly in quart sizes—CBI members found buyers for 400 million of them. The volume in brands under the CBI seal now exceeds that of every national brand, except Coca-Cola and Pepsi-Cola.

The present 25—and in four years their number has quadrupled—operate plants in 30 states, reach 200,000 outlets, and serve an estimated 65% of the national market.

More than 50 other independent bottlers have applied for membership. But CBI is in no hurry to fill distribution gaps. It is concerned primarily with strengthening the already-high product standards of present members and with putting even more *oomph* into their joint promotions.

The promotions have been predominantly at point-of-purchase.

Carbonated Beverage Institute is informal, flexible and creative. It has of course a president—Abe Lapidés of Suburban Club Carbonated Beverage Co., Baltimore. But at five-a-year meetings and between them, all the members pitch in. The



COLOR

PRINTING

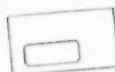
IS

OUR

BABY




UNITED STATES
PRINTING AND
LITHOGRAPH CO.
Executive Offices
CINCINNATI, 12 OHIO



What's best in window envelopes? *See for yourself.* The Kodapak Sheet window is clear-as-crystal . . . names, addresses, messages stand out—razor-sharp, color-true, easy-to-read.

What's more, because Kodapak Sheet is tough, strong, free from defects, it makes up with minimum waste, gives you maximum value for your money.

For further information, names of specializing firms, consult our representative . . . or write:



Makes good envelopes
sell better . . .
Kodapak Sheet

**Cellulose Products Division
Eastman Kodak Company
Rochester 4, New York**

Sales offices: New York, Chicago, Dallas.

Sales representatives:
Cleveland, Philadelphia, Providence.

Distributors: San Francisco, Los Angeles,
Portland, Seattle (Wilson & Geo. Meyer & Co.);
Toronto, Montreal (Paper Sales, Ltd.).

principal committee works on advertising and promotion, under John J. Cott of Cott Beverage Co., New Haven, New York and Chicago. The staff consists of Morton M. Klein, executive secretary, and his secretary, at 122 West 30th St., New York.

In 1948 a bottler customer of V. & E. Kohnstamm, Inc., New York, maker of flavoring extracts, faced a tough production problem. Klein, Kohnstamm's sales manager, called in the heads of six bottling companies for advice on it.

Their enthusiasm stirred him—and them. They all pitched in ideas. A technical expert came up with one which solved the problem.

But the meeting went on. These bottlers, from the East and Middle West, talked business trends and problems and told what they were trying to do about them. They all faced ever-stronger competition from nationally-franchised bottlers.

Could united action by some healthy independents stem the tide?

And could not a group of them, planning and creating and buying materials together, do a promotional job of national-advertiser quality and impact at reasonable cost for each of them?

Before the meeting ended CBI was born, and Morton Klein had another job.

Who's in Group

The original six were Booth Bottling Co., Philadelphia; John Graf Co., Milwaukee; Golden Age Beverage companies, Youngstown and Akron; Miller-Becker Co., Cleveland, and Rotella Beverages, Inc., Newark. Their brands all bear the company name except Miller-Becker's which has Cotton Club. Their combined market was about seven million people.

The official membership list now numbers 17. The 11 others and their brands are: Cott of New Haven (Cott); Feigenson Brothers Co., Detroit (Faygo); Globe Bottling Co.; Los Angeles (Wilshire Club); Hi-Grade Products Co., Braddock, Pa. (Higrade); Sol Lenzer Corp., Buffalo (Queen-O); Pioneer Beverages, Oakland (Pioneer); Jacob Ries Bottling Works, Shakopee, Minn. (Rock Spring); Robertson's Beverages, Washington, N. C. (Robertson's); George Schneider & Co., Brooklyn (Schneider's); Suburban Club of Baltimore (Suburban Club), and Variety Club Beverage Co., Toledo (Variety Club.)

Eight others, now participating, will be formally confirmed as mem-



BASIC POINT-OF-PURCHASE PIECES are created by the Institute. Then, in the production process, brand names are changed according to each member's requirements. Morton M. Klein, executive secretary of the Institute shows three recent counter-window-or-bar units.

bers at CBI's annual meeting in Chicago April 13 and 14.

Each member usually produces a dozen or more flavors. All distribute primarily through grocery outlets, and increasingly through super markets.

An advertising committee appointed at the original meeting recommended point-of-purchase and premiums as the basis of CBI promotion. "We had to have *quality* material at *quantity* prices," Klein explains. "And we knew what we wanted."

"Our members weren't novices in these media. Some of them have been spending 60 to 70% of their entire budgets in point-of-purchase. More than 40% of all their advertising dollars are spent for p-o-p. But they knew that by harnessing their best creative thinking, and their buying power, they could really do a job."

He showed SM one lithographed display piece. Its cost to a member separately would be about \$3. But when bought in quantity by many of them the price drops to less than \$1.

Yet each display is "tailor-made" for each individual brand. One interior poster shows a girl holding a bottle. Across the country the girl and the display otherwise is the same. But the bottle becomes Faygo or Pioneer or Schneider's. The logo-type changes from Feigenson to Pioneer to Schneider. The main poster

is run through in the combined order without these features and then rerun in segments with them.

Until now all CBI lithographed displays have been done primarily by Einson-Freeman Co. "They got in early and helped," Klein says. "But we're willing to listen to others." Actually, the CBI people create most of the ideas for the displays. The Institute may employ artists for layouts, instead of using artists of lithographers.

One recent example of economy-in-quantity is an initial order placed with Allen-Morrison Sign Co., Lynchburg, Va., for 1,500 8 x 8-foot metal signs with wood moldings, for exterior use on stores. The sign features a fruit bowl in 14 colors, in the center of which is a member's bottle. Across the bottom is a "dealer privilege panel," imprinted by the sign maker, for each store.

These permanent signs, which would cost about \$125 each separately, CBI members get for about \$40 each. They replace painted wall signs costing about \$50 each, which must be repainted at least every other year.

In four years the number of dollars invested in CBI p-o-p promotions has multiplied seven times:

In 1949 six members bought through CBI \$54,715 of a cardboard wall panel and \$4,115 of an interior metal sign, or a total of \$58,830.

In 1950 the then 10 members



Another Plastilux "500" illuminated sign designed to identify dealers across the country for Motorola, Inc.

SIGNvertising

the science of selling with signs

NEON PRODUCTS, INC.
America's largest and most experienced manufacturers of illuminated signs.
700 NEON AVENUE, LIMA, OHIO

IT TAKES ILLINOIS'
2nd LARGEST EVENING NEWSPAPER
(Chicago excluded)
The DAILY PANTAGRAPH



Here's a growing, buying market that produces results. Bloomington, leads among Illinois cities between 25,000 and 50,000, in effective per capita buying income. Sell this great potential with the only media offering complete coverage.

The Pantagraph
BLOOMINGTON, ILLINOIS
Central Illinois' Home Newspaper Since 1844
Represented by Gilman, Nicoll & Ruthman

paid \$95,382 for cardboard displays and \$11,868 for metal signs. Total \$107,250.

In 1951 17 members bought \$189,-136 of cardboard displays and \$67,-921 of metal signs and dispensers. Total \$257,057.

And in 1952 25 members took three separate cardboard pieces, costing all told \$340,609, and \$75,110 of metal signs and dispensers. Total \$415,720.

Not included in these mounting figures is material for other media that CBI now provides for members. One item in 1952, for example, was \$15,750 for 24-sheet outdoor posters. This covered only the cost of the lithographed "paper." Members buy their own locations.

The CBI people have shown ingenuity in creating and adapting display devices. In 1950 they introduced a metal stand and dispenser—made by a firm which produces a similar stand for gasoline stations. Holding 55 quart bottles, members buy it at a quantity rate of \$5.90 each.

P-o-P Primary Medium

P-o-p is still the primary medium of CBI members. (John Cott, for one, has said that he "would fire a salesman who opens an account without putting up a sign.") But p-o-p is strongly supported by other media—and since the start of the whole Institute program, by premiums.

Each year the members have offered glassware, provided by Libbey Glass at a low self-liquidating price—that still gives consumers savings of one-half to two-thirds from regular retail prices.

For beverages, glasses and tumblers make an appropriate premium. And as the largest maker of tumblers, stemware and drinking glasses, Libbey is glad to offer its customers good premium values, as well as ideas for store displays and other helps of its own.

The CBI promotional pattern was first drawn when the advertising committee recommended that members offer stores a 22x32-inch wall panel in full color—and offer consumers a set of eight 14-ounce frosted cooler glasses called Sky Rider.

Membership does not require bottlers to take part in promotions. More have used CBI point-of-purchase material than have taken part in premium promotions. But a growing proportion have used both.

In the spring of 1949 four members offered Libbey Sky Rider sets

and distributed 25,000 of them. In fall 1949, five members found buyers for 40,000 sets of 11-ounce glasses called Coaching Days.

One perennial problem of soft drink bottlers has been to maintain volume after the hot weather peak. The glassware offers have been made largely in the fall, for four- to six-week periods. Many consumers buy the sets for Christmas gifts.

For Christmas 1950, members used a 10-ounce glass in a red, black and white Pickwick pattern, which Libbey was discontinuing. This eight-piece set was priced to consumers at \$1.10, plus two to four labels from quart bottles. Bottlers could call it a "\$3 retail value." The 12 who took part distributed 150,000 sets.

In 1951 CBI members distributed 658,000 p-o-p display pieces—including three different wall panels, five other pieces and four bottle "toppers." The last is a round card with hole in center that fits over the neck of a bottle. Each piece carried a seasonal message. . . . Members using premiums distributed 350,000 glassware sets in Currier & Ives designs.

Then in fall 1952 the bottlers offered two sets—both in Currier & Ives designs—for \$1.25 and four labels each: Four pilsner glasses and six 12-ounce heavy-base tumblers. In a test last summer by Rotella Beverages, Newark, a relatively small company, 25,000 pilsner sets were distributed.

General offering of both sets in the fall brought a 30% increase in glassware demand from the year before.

What Premiums?

At times CBI has offered other premiums. These included a dictionary, in a back-to-school promotion; a combination handbag-shopping bag; a broilerette, and women's hosiery. All were one-shot and, Klein says, did not produce as well as the glassware—with the single exception of the hosiery offer. This was made in 1949 when nylons were in short supply. It sold 500,000 pairs.

In methods of premium fulfillment the members divide into two groups. One group believes that fulfillment at the store wins greater response. But most members have consumers mail money and labels to central points, from which Advertising Distributors of America ships the premiums.

A glassware display carton developed by Libbey and carrying bottler's imprint, describes each offer.

SALES MANAGEMENT

Of air-cell construction, the carton may be used for take-home purposes at stores and for safe, low-cost shipment of premiums by parcel post . . .

In all member advertising a CBI seal of standards and quality is being used increasingly. "Although our members don't use the same formulas and concentrates," Klein explains, "they're all trying to see that their products and production methods are the best. All of them employ full-time chemists and bacteriologists. They're pretty proud of their reputations. Most of them have been in business two or three generations."

CBI's development has been compared, among others, with that of Quality Bakers of America. But unlike the bakers, who have largely subordinated their identities to a single Sunbeam brand, CBI members will continue to emphasize their own names.

What Seal Means

Still they realize that the CBI seal can intensify their own impact and widen their recognition. A traveler will learn that Cotton Club in Cleveland and Wilshire Club in Los Angeles means the same quality as Suburban Club of Baltimore . . .

Many members now sponsor TV shows. Through CBI they are now uniting to get one day a week sponsorship in their respective areas of a single high-rated children's show, such as "The Lone Ranger" or "Howdy Doody." CBI offers them a filmed TV commercial, with open ends for local tie-ins and identification.

Mats of the seal in different sizes are now available for bottlers' newspaper campaigns. But unlike outdoor posters, members don't yet use the same advertisements in this medium.

CBI works with bottlers on consumer and salesmen's contests. Last year Cotton Club beverages and *The Cleveland Press* conducted a "Bike Brigade" contest for youngsters there. The Institute got Arnold Schwinn & Co. to contribute 10 bicycles as prizes. The contest proved so effective, all around, that Schwinn is now donating bicycles for contests of other CBI members.

At members' sales meetings Klein shows how forthcoming CBI promotions can be harnessed to produce greater volume. He even buys merchandise, such as watches, for awards in salesmen's contests. Here, too, CBI makes the most of group buying.

The young Institute may soon start

Prominent Users of Strathmore Letterhead Papers: No. 104 of a Series

In addition to designing and constructing submarines, General Dynamics produces jet and piston engined airplanes as well as electric motors and generators.



Give your letterhead dynamic QUALITY!



"There are many who believe that the laying of the keel of the world's first atomic-propelled vessel, the submarine NAUTILUS, on a shipway of our Electric Boat Division, is the beginning of an historic era of rare significance...inaugurating a new age in the application of atomic power for the service of mankind," says John Jay Hopkins, Chairman and President of the General Dynamics Corporation.

As one of the oldest companies contributing to the defense of the United States, General Dynamics believes it is only sound that it should apply the experiences and knowledge it gains in this production to the improvement and betterment of mankind in a peaceful world.

With its impressive background and its vision, General Dynamics brings to every phase of its operations, a well-founded belief that from the largest to the smallest details, only quality can serve its purposes best. One indication of this belief is its selection of Strathmore Letterhead Papers to carry the messages of its United States divisions.

Dynamic is the word for quality in a letterhead, too. For it can express, by the very feel of the paper and by its appearance, the impression of quality you wish to convey. Let Strathmore say *quality* for your company. Specify it to your supplier when next you order letterheads!

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Writing, Strathmore Bond. Envelopes to match converted by the Old Colony Envelope Company, Westfield, Mass.

STRATHMORE MAKERS
OF FINE
PAPERS
Strathmore Paper Company, West Springfield, Massachusetts



Just plug it in!

Projectograph

will plug your
PRODUCT
at point of
purchase

IN Beautiful
35mm Color Slides

Projectograph has increased sales nationally at point of purchase for many leading industrial and commercial accounts.

SALES UPPED AS HIGH AS 200%

Its application to your business will amaze you. You can identify your product with beautiful colored slides by means of projectograph's exclusive "Pic-Disk" . . . it's as easy to change as a phonograph record. Holds 14-35mm color slides.

Write or phone for descriptive literature today.



Projectograph

CORPORATION
23 CHURCH ST., OSHKOSH, WIS.

THE GREATEST VALUE IN ADVERTISING!

Field Tested AMERICAN DECALS



It's absolutely free! Important and valuable window, door, and interior space for the colorful eye catching American Decal that suggests, "Buy my product here!"

Faithfully reproducing trademarks or product illustration, American Decals offer:

- Effective point-of-sale promotion
- Traffic Circulation
- Dealer identification

American Decals tie in your other advertising efforts at the "point of buying decision." They stay on the job for years and years — delivering your message day and night.

Free

Send today for fully illustrated brochure and samples. Allow American Decal to solve your sign problems.

Announcement

American Decal window signs may be individually personalized with your dealer's name or special copy.

American Decalcomania Co.

4334 W. 5th Ave., Dept. B, Chicago 24, Ill. New York • Cleveland • Windsor, Ont., Can.



TRUCKS



INTERIORS



WINDOW SIGNS
VALANCES

Brag too Much?

I once knew a salesman who became just too darn good. He couldn't control his admiration for himself; he fell in love with the sound of his own voice; and he lost most of his business because of his bragging.

This man made so much money selling that he got to thinking he was really something special—some special breed of human being better than anyone else. He went around "blowing" about how much money he made and how "hot" he was, until a lot of buyers got tired of listening to him—and refused to see him any more.

How to Sell
Like a Star Salesman.

By Harry Simmons

a news publication, to report plans and progress on group and individual programs; to cite the work of outstanding bottler salesmen and describe technical and other developments—to help members' organizations do a better job.

The five-year meetings are concerned not only with promotions but with all phases of the bottlers' business. Separate meetings may be devoted largely to a single function, such as sales, production methods, or accounting. Managers of these departments accompany their chiefs to them.

Morton Klein believes that CBI's biggest contribution is the "inspiration" which the members get from one another.

At that first meeting in 1948 one bottler mentioned a production technique which was saving him one-fourth of a cent a case on an annual output of 3.5 million cases. Such a savings, the others agreed, were worth learning about. They decided to hold meetings of their new CBI in members' plants.

As membership grew and stretched from coast to coast, this practice had to be dropped. But before or after meetings, which are held in various member cities, they still get in some plant inspection.

Currently they are watching the experience of Feigenson Brothers Co., which has installed the largest premix unit in the world, with a capacity of 240 full-quart bottles a minute.

As their sales continue to expand, under CBI's program, more of them may need it.

SALES MANAGEMENT

New Selling Dimension

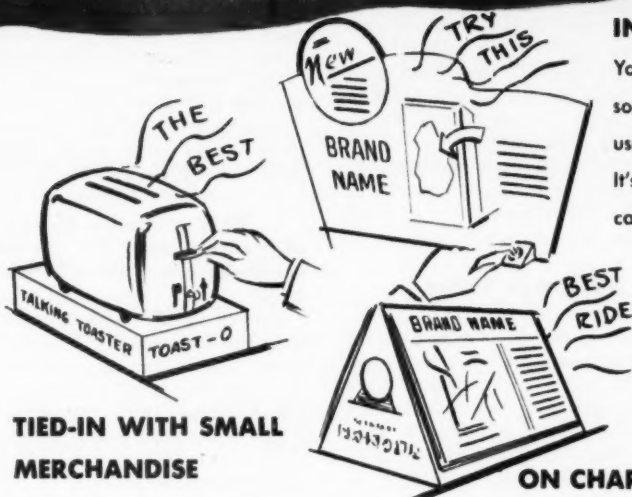
ADD THIS

TO YOUR

**POINT-OF-PURCHASE
PROGRAMS**

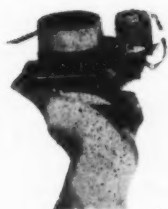
A Few Suggested Applications
for the New Sound Device

(ACTUAL SIZE OF RECORD)



IN DISPLAY UNITS OF ANY TYPE

Your displays come to life when you add sound. The new record playing unit can be used in floor, wall, counter, or shelf displays. It's a natural for talking price cards. And it can be synchronized with light or motion.



Applications of this new device are unlimited for incorporating sound in selling or training devices. Here are just a few ideas...door-to-door selling...at demonstration booths...at the cash register...on counter dispensers...as a stimulator for contests...as a coupon or advertising tie-in...and wherever you want to personalize and dramatize your message

CARTER AND GALANTIN

105 W. Monroe Street • ANdover 3-6546 • Chicago, Illinois CHICAGO • LOS ANGELES • DETROIT

APRIL 15, 1953

93

On-the-Scenes Sales Managers Want More, and Better, P-o-P

All participants in SM field managers' survey call this medium very important. Two-thirds of them would boost present p-o-p expenditures — mostly by more than 30%. HQ-and-field cooperation expands use of material 50%.

What do the boys on the sales firing line, from Florida to Oregon, think of point-of-purchase advertising?

How much of the p-o-p material their companies offer retailers is used . . . and wasted?

How do they rate headquarters' cooperation and planning on p-o-p?

And if they made the advertising budgets, how much more or less would they allot to this medium?

For proof-of-pudding on point-of-purchase, SM put these and other questions to field managers of many of the same companies whose headquarters executives take part in our advertisers'-trends-in-p-o-p (page 74).

These regional, district and branch sales managers agree *unanimously* that p-o-p provides *very important* help in getting their products sold.

They want even larger shares-of-budget spent in this medium.

They show that since 1948—with HQ more willing to lend an ear to field suggestions—the proportion of p-o-p material used by stores has increased an average of more than 50%.

And they emphasize that more and better p-o-p planning and material, geared to local store needs, can help them build new sales records.

Nationwide Findings

Shortly before starting to analyze returns from the "advertisers'" p-o-p survey, SM took the names of 32 participating manufacturers of "consumables" and sent a separate questionnaire to 119 of their field sales managers on its subscription list, scattered throughout the country.

At this writing, replies are in from 28, or 23.5%. Five are field managers in foods, five in drugs-cosmetics, four in beer, three in soft drinks and 11 in distilling.

Asked to check whether they consider p-o-p as very important, fairly important or unimportant in their

sales operation, all 28 say very important.

On whether or not they think their companies should expand or reduce p-o-p expenditures, 19 urge increases. Two would reduce p-o-p expenditures. Five would keep them unchanged, and two don't answer this question.

These managers estimate that, in contrast with an average of only 51% in 1948, 78% of their companies' p-o-p material is now used by stores. While only one-third of them say that more than half of p-o-p material was used in 1948, 90% point out that half or more of all this material *now* is being used. In fact, three-fifths of all repliers show that between 80% and 100% of all p-o-p material offered retailers is being put to work to stimulate consumer purchase of their products.

HQ Listens Better

This trend coincides with the fact that three-fourths of the managers stress the fact that in recent years their headquarters people have become more willing to "listen to suggestions from on-the-scenes people to improve quality and usefulness of p-o-p material."

On the other hand, a somewhat smaller number of companies call on field managers for help in the formal planning of p-o-p programs. Slightly more than half of repliers say they are "consulted when point-of-purchase displays and material are planned."

Here are analyses of answers to the specific questions:

1. Should p-o-p expenditures be increased or decreased?

Twenty-six of the 28 reply to this question. Of these 19 would increase p-o-p expenditures: five by 10%; three 20%; six 30%; four 50%, and one to an unnamed extent. Thus more

than half who want more p-o-p want at least 30% more.

But among five food company managers only one would increase expenditures—and this by only 10%. Two would keep them unchanged; one would reduce, and one does not answer.

Three of the five drug-cosmetic managers would step up p-o-p—by 10%, 30%, and an unnamed extent. One would keep the expenditure unchanged, and one would reduce it.

Two of three soft drink men would increase—by 20% and 30%—and one does not answer.

Most Want More P-o-P

Beer and liquor managers are strongly on the *up* side. All but one in each of these two groups urges more p-o-p expenditures. Both of these would keep them unchanged.

One brewery man suggests a 20% and two a 50% increase.

Among the 10 liquor "increasers," three would boost p-o-p 10%, one 20%, four 30%, and two 50%.

2. What proportion of your company's p-o-p material is now used by stores—as compared with five years ago?

Five of the 28 failed to answer this question for 1948. Of 23 noting 1948 extent-of-use one, in brewing, says *none* was then used. Two report 10% use for that year; one 20%; one 30%; three 40%; one 45%; seven 50%; one 60%; one 70%; two 80%; three 100%.

Of the 25 who estimate extent-of-use in 1953, the individual who gave a zero for five years ago now says 15%. A food man who noted 10% use five years ago finds 50% of his company's material at work in 1953. All the others show that more than half of p-o-p material is now used: Two report 60%, six 70%, five 80%, five 90%, and five 100%.

Among the 23 reporting for *both* years, 19 note greater proportion of use today. Two call proportions unchanged—both at 100%! One in drugs-cosmetics and one in distilling find slightly smaller use—from 80 to 70% and from 100 to 90%.

The four food men who answer all report increases. Sharpest gains here

Mystery Motor!



It's the nearest approach to perpetual motion for displays . . . a metal strip that relaxes when hot, contracts when cold, gives an endless variety of animation in displays.

Operated by the heat of a 40 watt bulb, it works as long as the bulb is lit. And will work indefinitely—at the inconsiderable cost of the current consumed by the bulb. Gives motion with light, at the mere cost of electric light!

Typical adaptations are the leg-waving, eye-catching Mojud Hosiery girl . . . and the Nuron display, with the Bilrite cobbler popping in and out of the lighted slot. The Nuron display is two-sided . . . both displays

serve as night lights for the dealers' stores.

The simplicity and the durability of the device makes animated displays lower in cost, higher in effectiveness, longer-lived, easier to install. And sure to get the pleased approval and enthusiastic cooperation of your dealers.

Ask us to suggest for your particular use an adaptation of the mystery motor that delivers more advertising for your display dollar. Made available by Einson-Freeman, of course, and another instance of how Einson-Freeman can help you do more with display! Call, wire or write...

Einson Freeman Co., Inc.

Always animated with display ideas

Starr & Borden Avenues • Long Island City, New York





SALESMEN HAVE TO KNOW WHAT THEY ARE SELLING

No one will deny that. Product information is their ammunition. They have to have it.

BUT . . . to do an effective job of selling, they have to tell the product story in terms of benefits to their customers. They have to know how to sell people.

Show your salesman the attitudes and techniques that sell people.

Show them with:

"CREATIVE SELLING"

part of the outstandingly successful sound slide program . . .

AGGRESSIVE SELLING

You may obtain a preview without obligation.

Write for details.

WESTEN-WILCOX
6108 Santa Monica Blvd.
Los Angeles 38, Calif.

are from 10 to 50% and from 50 to 80%. Others are 50 to 70% and 70 to 80%.

Three drug-cosmetic managers reply for 1948 and four for 1953. One who provides no figures for 1948 gives 100% for 1953. He adds that "displays are installed by our salesmen." Other reports in this group are up from 50 to 60% and from 50 to 70%.

One soft drink man gives no figure for 1948 and 90% now; a second marks an upward trend from 80 to 90%. A third shows "unchanged at 100%."

In contrast with the beer sales manager who finds only 15% of his company's material now used, three other men in this group report approximately doubled use of p-o-p material—respectively from 30 to 70%, 40 to 80%, and 60 to 100%.

Some of the sharpest gains are noted by distilling men. Two report increases from 10 to 90% and from 20 to 100%. Other distilling figures are from 40 to 60%, 40 to 80%, 45 to 80%, two from 50 to 70%, and one 50 to 90%. One in this group shows no change—at 100%—and one a reduction from 100 to 90%.

3. Does home office consult field managers on p-o-p plans?

Fifteen of 28 repliers say they are and 12 say they are not consulted. A couple on both sides add "usually." The 28th replier, in drugs-cosmetics, reports field men consulted "sometimes."

Three of five food companies apparently do and two do not consult with them. Five drug-cosmetic managers divide—two yes and two no, and one "sometimes." Two of three in soft drinks are not consulted, but one is. Three of four in beer and seven of 11 in liquor note that regional people are brought into p-o-p planning.

4. In the last two or three years have headquarters people been more or less willing to listen to p-o-p suggestions from on-the-scenes people?

Twenty-two of 28 find HQ people have become better listeners. Only three think HQ listens less. Of the others, one in foods says HQ "always" has listened; one in soft drinks is a new franchise-holder of a national company and can not make comparisons, and one, in brewing, does not answer.

Otherwise the food, soft drink and beer field managers all agree they have made progress in reaching HQ's ear. Only one of the five drug-cosmetic repliers and only two of the 11 in liquor report progressive deafness among the brass.

5. What types of p-o-p material do you prefer?

Answers are varied. But among types or features reiterated are display dispensers which hold "live" merchandise; permanent and semi-permanent displays; giveaway material for consumers; small display pieces; easy installation; illumination, action, beauty, and p-o-p material that ties in with space and time advertising.

Food men like: Displays that stress "product name, quality, value and price;" "small and medium size, attractive, attention-getting, action-stimulating material;" "material that provides a salesman with props to set up a selling idea or event or ties in with TV or radio program characters;" display stands and counter hangers, display bins and shelf cards.

Drugs and cosmetics: "Material that holds live merchandise, and price signs;" "mass-merchandising displays, either by stacking product itself or through use of floor stands designed to display products;" "counter bins or floor stands;" "only small p-o-p material;" and well-constructed, semi-permanent displays of "good color and art work, and containing merchandise."

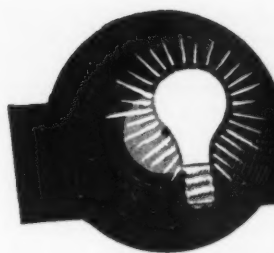
Soft drinks: "Special display stands and display covers;" "wall frame signs, screen doors with advertising, bottle cartons going into home, price tags;" "shelf-folders, small window cards, bottle collars, floor stands, decals."

Two beer managers emphasize permanent displays. Others say "permanent type of material which combines beauty with the finest of design and material—soft coloring, subdued lighting;" and "illuminated or activated mechanical pieces."

Several distillers want permanence: "Permanent type material, and cut case and mass floor material;" "material of semi-permanent nature," etc. Others: "Displays that help put the product in hands of consumer;" "case sleeves, counter displays with live merchandise;" "cut case and mass floor material;" counter, shelf and mass floor displays "tailored to individual market needs," and "counter, cash register displays and easy-to-install floor displays close to counter." Two mention giveaway pieces such as napkins, stirrers, coasters, novelties. One urges simply "displays that move."

6. What types of p-o-p material do you most dislike?

Pet peeves include cumbersome, hard-to-assemble displays, "cheap paper" and posters and flat lithography without backing; cards and easels



ideas from RCA VICTOR

for premiums and promotions

Want to coax a car to give its own sales pitch?

Or sell cereal with a trip to Mars?

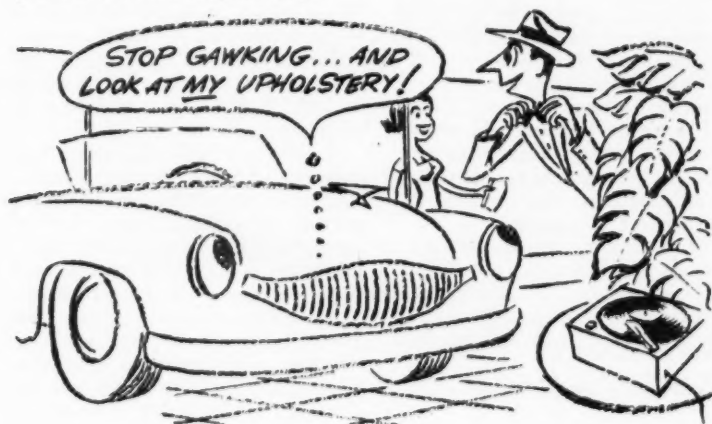
The "idea" file at RCA Victor Custom Record Sales is bulging with exciting new sales promotion uses for records.

Whether you are in the market for a fresh, new premium—or an extra kick in a promotion—a custom recording by RCA Victor with your special message can be a winner. Sound sells—and a long list of success *proves* it!

But that just starts the story. Engineering experience, facilities, service and price are all just as important as ideas. By all means, investigate any of these points. You'll find RCA Victor prepared to do a complete job of unmatched quality—at a price that's right.

RCA Victor is now producing, on a custom basis, everything from 6½" Spinners to 16" transcriptions—78's, 45's, LP's and EP's, too—for a blue chip list of merchandisers. Script-writing, recording, re-recording, processing, pressing, packaging and shipping services are all available.

But *hear* the story with your own ears. Send for free record that tells you of actual success stories about the use of records as premiums and promotions. *Mail coupon today!*



A recorded trip to the moon, or a trip to the Wild West... or a song should help "move" kids' shoes, suits, cereals. Why not?



A smart travel bureau which offers a record of foreign phrases with a ticket to Europe might put competition out of business!



Custom Record Sales



Radio Corporation of America RCA Victor Division

New York Chicago Hollywood

TMKS

APRIL 15, 1953

RCA Victor Custom Record Sales Dept. S-48
630 Fifth Avenue, New York 20, New York

Rush me by return mail your free record and descriptive "idea" folder on the effective use of records as: ☐ premiums ☐ promotions

NAME _____

TITLE _____

FIRM _____

ADDRESS _____

that "don't stay;" "loud, garish colors;" "shadow boxes above eye level;" mass displays that aren't "pilfer-proof," and p-o-p material "not related to immediate sales problems."

Several food managers damn material too large or too hard to install. One dislikes "posters."

Drug-cosmetic managers also gripe over "assembly" problems. Two report waste from in-store cards and easels that "don't stay in long enough to justify cost." One condemns "large boots as container for merchandise;" another, "large displays which monopolize space."

Soft drinks: Again "difficult assembly." Although one manager dislikes pieces too small to catch the eye, another scores "oversize cards." Then there's the manager who groans over displays that would be funny.

Gripes Are Varied

Beer: "Cheap paper" and "most cardboard, unless used with mass stocking of counter display;" "loud, garish colors and brilliant, blinding lights," and "p-o-p material that has no applicable value to our immediate sales problem."

Distillers' field managers also complain about cards and "cheap paper, with no support, that is rarely put up and usually is quickly destroyed;" "just litho or printed cards;" "plain pieces of cardboard or extra large displays;" "flat litho," and "certain types of carelessly planned litho paper displays."

Among other gripes are displays that lack sales impact.

7. How do you rate your company's p-o-p efforts?

SM urged the field managers to "let yourself go on how cooperative and alert you really think they are." Although six blank lines were provided for this, a half-dozen replies extended their comments to the reverse side. The managers did not need to identify themselves. SM wanted only "your frank evaluation of the importance of point-of-purchase material and the extent to which you think your company is utilizing this sales aid."

Food men as a whole find their companies' p-o-p efforts improving: "We are receiving full benefit from our active, alert and aggressive marketing (with) some of the finest p-o-p material possible." . . . "My company has made notable progress . . . in quality and effectiveness of p-o-p materials," etc.

But: "Often the pieces are too large. In super market operation

small pieces are more effective." . . . Many key retailers don't use "window posters or store hangers." . . . Our people . . . at times produce a piece which does not fit enough stores and is wasted." . . . Waste has been cut considerably by better material, but still "we in field management are not aware of materials to be produced until the die is cast."

Drugs and cosmetics: "My company is aggressive with p-o-p in all respects." But "tests—not only on sales and advertising value but on acceptability of material—should be made before buying quantities of displays."

"Our company is continually searching for better p-o-p material. The difficulty is getting the salesmen to place more of it. The better salesmen use more than the others! . . . Our company stresses, 'Advertising moves consumers toward our products.' Salesmen should 'Move our products to the consumer,' by using p-o-p material furnished them."

"I have no fault to find with home office p-o-p thinking. Actually our salesmen spend 50% of their time in point-of-purchase merchandising. . . Our sales department considers this very important."

But HQ Does Help

Soft drinks: "Our company is co-operative and 'on the ball.' Their plans are good, timely, well co-ordinated and we feel we get results." . . . "Although home office does not ask us on specific campaigns, they follow field advice on types of p-o-p material. I don't believe the field could be given any greater voice than we have." . . . One manager praises p-o-p as "usually the most effective form of advertising in this industry."

Beer: "I cannot stress enough the importance of good p-o-p material." . . . "Our company has become co-operative with the sales department and, in many cases, asks us what we want."

All replies in *distilling* had a lot to say:

"My firm is fully aware of the value of merchandising." (This man is the only one in liquor to recommend smaller p-o-p expenditures.)

"Sales pressure and lower profits due to increased liquor taxes have made most distillers take a healthy look at sales promotion pieces. Much of our previous waste is being eliminated." He estimates that since 1948 use of material rose from 40 to 80%.

One who shows use growing from 45 to 80%: "We are cleaning out a great deal of material collected in

the warehouse and . . . will put out some newer and better p-o-p material." Hereafter this company will use material prepared for one sales drive only for that drive.

Distillers' field managers stress the need for putting more *flexibility* into p-o-p programs: "Our company is beginning to accept the fact that markets differ in their needs. What will sell merchandise in Boston may not be equally successful in Phoenix." . . . "Themes suitable for New York market are not always good in Southern California." . . . "Seasonal themes do not do the job here in Florida." . . . "Much can be done by . . . supplying new ideas and designs to fit individual markets."

Flexibility Wanted

Flexibility otherwise is needed: "The size of display material has remained standard for many years. This forces us to waste material . . . not always acceptable to our retail accounts." . . . "Quantities of our p-o-p material are not too well planned. Often excellent but inexpensive displays are in short supply while poor material is sent in excessive amounts."

One field manager laments the return of his HQ people to "ivory-tower thinking." A program under which home office merchandising men worked with field men and asked for their p-o-p suggestions has been dropped: "Now we are constantly being forced to accept material for which we have little or no use." (Yet this reply says percentage-of-use has risen from 20 to 100%! Also, he would step up p-o-p expenditures by 50%!)

Another says his company is "very conscious of value of p-o-p material. They are constantly improving and open to suggestions." . . . A third urges "field-testing pieces and developing them in consultation with a *field-experienced board of strategy*." . . . And a fourth points out that "distillers have found that they must consult their sales forces to determine, before purchase in most cases, whether a retailer will display a particular piece. My principals now know that *quality*—not *quantity*—counts tremendously in this type of advertising."

This company also is making p-o-p progress—with estimated percentage-of-use up from 50 to 90% in five years—by "integrating our point-of-purchase pieces with our newspaper and magazine advertising themes."

Replies received too late for inclusion in this report are mixed. But one notes that "too much p-o-p material is bought by people who don't have to go out and put it up."

First in Philadelphia!



MEDIA RECORDS INC



NEW YORK * CHICAGO * COLUMBUS * SAN FRANCISCO

TOTAL ADVERTISING of the First Fifty NEWSPAPERS

(Both Six Day and Seven Day)

As measured by Media Records, Inc.

Twelve Months—1952

	Lines
1. Milwaukee Journal (E & S).....	49,457,702
2. Chicago Tribune (M & S).....	47,632,116
3. Los Angeles Times (M & S).....	45,849,407
4. Washington Star (E & S).....	42,494,020
5. New York Times (M & S).....	41,721,343
6. Miami Herald (M & S).....	39,371,257
7. Cleveland Plain-Dealer (M & S).....	38,687,083
8. Baltimore Sun (E & S).....	38,154,798
9. Philadelphia Inquirer (M & S)	38,133,092
10. Detroit News (E & S).....	37,242,380
11. Houston Chronicle (E & S).....	36,804,665
12. St. Louis Post-Dispatch (E & S).....	34,900,616
13. Akron Beacon-Journal (E & S).....	33,940,823
14. New York News (M & S) (See Note).....	33,639,892
15. Minneapolis Star & Tribune (E & S).....	33,215,721
16. Dallas Times-Herald (E & S).....	33,000,104
17. New Orleans Times-Picayune & States (M & S).....	32,844,806
18. Atlanta Journal & Constitution (E & S).....	31,859,797
19. Newark News (E & S).....	30,899,019
20. Dallas News (M & S).....	30,282,560
21. Indianapolis Star (M & S).....	30,126,099
22. Memphis Commercial-Appeal (M & S).....	30,059,994
23. Philadelphia Bulletin (E & S)	30,021,869
24. Toledo Blade (E & S).....	29,747,168
25. Dayton News (E & S).....	29,462,926

New York News lineage includes 13,844,688 lines of split-run advertising

Now in its 20th
Consecutive Year of Total
Advertising Leadership
in Philadelphia!



The Philadelphia Inquirer

Constructively Serving the World's Greatest Industrial Area

Exclusive Advertising Representatives: ROBERT T. DEVLIN, JR., 342 Madison Ave., N.Y.C., Murray Hill 2-5838; EDWARD J. LYNCH, 20 N. Wacker Drive, Chicago, Andover 3-6270; GEORGE S. DIX, Penobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: FITZPATRICK & CHAMBERLIN, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259.

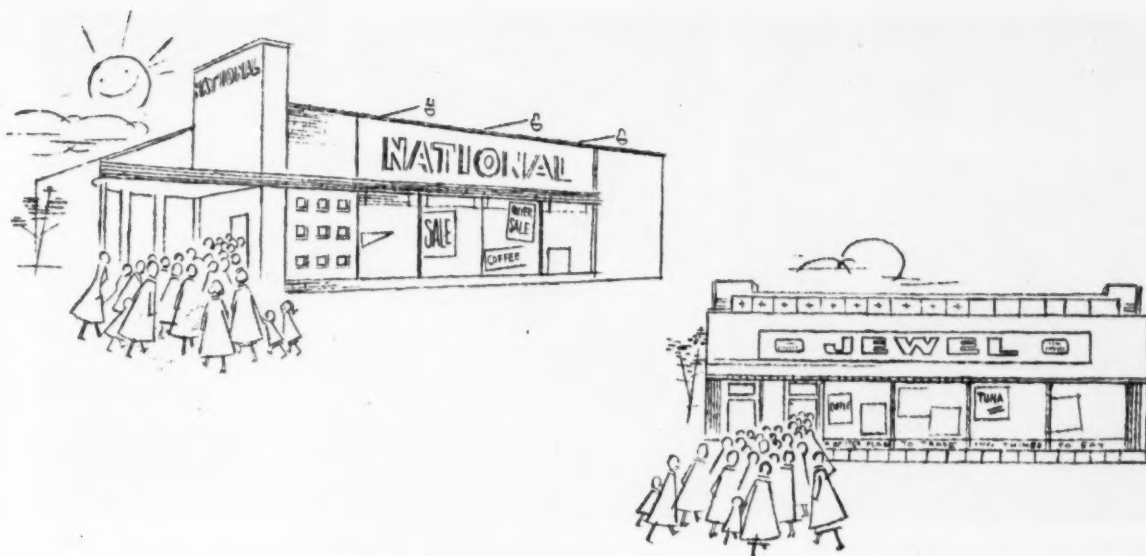


you're on display



**Chain Lightning is also available in
Cleveland, San Francisco and New York*

SALES MANAGEMENT



in Chicago...

in 771 food stores when you use **WMAQ CHAIN LIGHTNING!**

WMAQ CHAIN LIGHTNING is Radio that *sells on sight!*

It assures delivery of point-of-sale displays to qualified WMAQ advertisers, in food stores controlling 875 million dollars in foods sales annually . . . including 50% of the food sales in Metropolitan Chicago.

When you buy WMAQ CHAIN LIGHTNING, you use the power of the leading Radio station in the Chicago marketing area. Power that moves your goods from special displays in 303 A&P Stores, 310 National Food Stores and 158 Jewel Food Stores.

For information on the most successful radio merchandising program in Chicago*, call WMAQ Chicago or NBC Spot Sales.



Merchandise Mart, Chicago 54, Ill.



SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco

Los Angeles Charlotte† Atlanta† †Bomar Lowrance Associates



CONSUMERS sell themselves the tiles they want, take them home and install them with this . . .



KIT OF TOOLS: quality linoleum knife, professional-type paste-spreader, chalk and chalkline, marking awl and book of simple instructions in how to use them.

Congoleum-Nairn Hangs a Campaign On "U-Do-It" Theme

Distributor and dealer enthusiasm is running high for this campaign which seeks to capitalize on the current trend to "do-it-yourself." A floor display is playing a major role.

Recognizing the "do-it-yourself" trend* as one of the most important trends in business today, Congoleum-Nairn, Inc., Kearny, N.J., has packaged a co-ordinated advertising, promotional and publicity program to capitalize on it. The program revolves around a point-of-purchase display which shows the company's entire line of Gold Seal resilient floor tiles and all the tools to install them.

The U-Do-It slogan of the 1953 program is not new at Congoleum-Nairn. A leader in promoting self-installed smooth-surface floor covering, the company introduced it several years ago in a U-Do-It kit which carries the tools necessary to install Gold Seal floor covering and Congowall, the company's wall covering.

"Our U-Do-It program was brought about," says William J. O'Hara, general district sales manager, "because of the fact that during the past 10 years hourly labor rates have more than doubled and, in many

cases, our own included, the cost of installation is greater than the merchandise itself.

"In the wallpaper business, for instance, it is not too long ago that most of it was professionally installed. Today, people in that business tell us that over 75% is installed by the consumer.

"A representative of a paint manufacturer tells me that about 90% of the paint sold today is applied by the consumer. . . In fact, the economics of the present situation is compelling the public to again learn how to use their hands, and business had better recognize this growing trend and plan to participate in it.

"The U-Do-It consumer-installed trend is mushrooming to the point where very shortly it may encompass 50% of the linoleum business."

With important emphasis on the professionally installed floor and wall covering, Congoleum-Nairn's 1953 national advertising campaign is broken down into: (1) sheet goods professionally installed (inlaid lino-

leum and vinyl yard goods); (2) Congoleum (felt base floor covering); (3) U-Do-It tiles and Congowall.

Before the new floor display was built, company officials went directly to distributors and floor covering dealers for counsel, to make sure they had the right answer to the problem of displaying floor tile at point-of-purchase. The result: an attractive, inexpensive self-service unit called "Gold Seal Tile-O-Matic." It shows the company's full line of Gold Seal tiles which are being pre-sold for You-Do-It installation by national advertising in *Life*, *Better Homes and Gardens*, *Ladies' Home Journal*, *Sunset*, *Look*, *Progressive Farmer* and *Farm Journal*: 23 asphalt tile patterns, 29 linoleum tile patterns, 24 vinyl tile patterns, 20 rubber tile patterns.

Designed and built by William Melish Harris Associates, New York City, the display is of black steel wire construction; 58½" high, 28½" wide, 26" deep; has a silk-screened three-color display panel and 24 bins, each holding 18 9" x 9" tiles—a 432 tile capacity. A holder at the top displays blown-up reprints of current advertisements, give-away literature, installation instruction booklets, model room pictures and hard-selling copy for a U-Do-It kit. There is a fold-out table at the bottom for working

* See also pages 108 and 109.

14% above the national average! That's the Michigan family food purchase story! All 8 Booth markets benefit!

(1952 Sales Management Survey of Buying Power)

Ask your Booth man for specific information helpful on your current schedules. Use phone numbers below.

• MUSKEGON

• BAY CITY

SAGINAW •

• GRAND RAPIDS

• FLINT

KALAMAZOO •

• ANN ARBOR
JACKSON •

FOR NEW MARKET FOLDER CALL NEAREST BOOTH OFFICE—A. H. Kuch, 110 E. 42nd Street, New York 17, New York, Murray Hill 6-7232 The John E. Lutz Co., 435 N. Michigan Ave., Chicago 11, Ill., Superior 7-4680

8

BOOTH

Michigan

NEWSPAPERS

GRAND RAPIDS PRESS • FLINT JOURNAL • KALAMAZOO GAZETTE • SAGINAW NEWS
JACKSON CITIZEN PATRIOT • MUSKEGON CHRONICLE • BAY CITY TIMES • ANN ARBOR NEWS

Ben Duffy tells what a good ad needs to make it sell

The best advertisement ever written needs the right medium to make it successful, says Ben Duffy, president of Batten, Barton, Durstine & Osborn, Inc., one of the country's biggest advertising agencies.

And here's what Ben Duffy has found out about the effectiveness of advertising in *The New York Times*.

"A few years ago, I started to manufacture a baby's sleeping bag called 'Sleepy-Bye.' I chose *The New York Times* as the basic medium.

"This campaign has been running for about two years (in *The Times Magazine*), using small-space ads regularly, and larger ads before Christmas. In December 1951 a full page by Stern's department store featured 'Sleepy-Bye.' And last December a half-page was run by Macy's.

"Those two advertisements alone sold over 10,000 garments.

"It's apparent that *The New York Times Magazine* has great readership among young mothers. But young mothers are attracted to other magazines, too. The difference that makes *The New York Times Magazine* so unusually effective is its editorial character.

"Because of its high standards, *The New York Times Magazine* is read by people who are vitally interested and alert to what is written and displayed on its pages. And that's the kind of audience I find easiest to sell."

The New York Times

"All the News That's Fit to Print"

NEW YORK, BOSTON, CHICAGO, DETROIT,
LOS ANGELES, SAN FRANCISCO

out color combinations with actual tiles: The customer looks down at the tile, getting a perspective similar to looking at her own floors at home.

In short, what the Tile-O-Matic does is to set up a complete self-service tile department in only five square feet of space . . . tells the sales story . . . shows the merchandise . . . pre-sells the customer, making it easier for her to sell herself.

Dealer Sales Tools

To help the floor covering dealer merchandise the company's national advertising at point-of-purchase inexpensively and effectively, all sales promotional tools are designed to exploit every phase of the "do-it-yourself" marketing trend.

Direct mail pieces are sent out far enough in advance to allow proper and effective tie-in by the dealers.

A month prior to the appearance of an advertisement dealers receive a package containing reprints of the advertisement and tie-in consumer literature. Each month mounted reprints of the latest U-Do-It advertisements—blown up twice regular size—are given to floor covering dealers, through distributor salesmen, together with current consumer folders, display suggestions, selling phrases—all tied in with the advertisement.

Consumer folders, radio and TV spots, window streamers are all designed to help floor covering dealers channel customers—already pre-sold by national advertising—into the stores and up to the Tile-O-Matic.

A Basic Merchandising Plan helps floor covering dealers do an effective merchandising job with their sales personnel. Included in it is a Sales Meeting Plan which can be used by the dealer to interpret for his sales staff in easy-to-understand terms the full impact of the U-Do-It program.

To help integrate the floor covering dealer's local advertising, there are suggested newspaper advertisements for each tile pattern and Congowall—and for the U-Do-It theme, as well as suggestions for radio and TV spots, direct mail application, publicity, in-store and window displays.

Realizing that the best prospects for future business are satisfied customers, Congoleum-Nairn was careful to provide an easy-to-understand installation booklet. Customers themselves guided the company in preparing the instructions. Actual tests were made with customers, following the company's original book of instructions. Each installation was monitored and notes were taken. The customers offered many suggestions to improve the book. Then *Good Housekeeping*

reviewed them and offered additional suggestions. The result: an instruction booklet which reflects the experiences and suggestions of men and women who have actually installed their own Gold Seal floors and walls. The company considers it one of the most valuable dealer sales tools.

Other practical dealer sales tools:

An easy-to-use tile calculator to use in figuring the customer's tile requirements.

Consumer folders on each Gold Seal tile line, to use with Tile-O-Matic as give-aways, envelope stuffers, self-mailers. All have space for imprinting dealer's name and message.

A U-Do-It edition of *My Home*, Congoleum-Nairn's consumer booklet, which is available in bulk for floor covering dealers to create their own sales drives. Each issue ties in with current national advertising and is packed with decorating ideas that keep merchandise moving out of the store.

A U-Do-It kit which contains all the tools needed to do an expert installation job.

The U-Do-It program was explained and promoted to distributors and to Congoleum-Nairn salesmen through a series of sales conventions held in five major cities. Distributor salesmen, in turn, carried the story to dealers with the help of merchandising and advertising kits. An advertising campaign in *Rug Profits*, *Retailing Daily*, *Hardware Age*, *Flooring*, *American Lumberman*, *Building Supply News* and *National Furniture Review* was timed to coincide with the sales program. Consumer advertising broke with a spread in the March 9 issue of *Life*.

Department-Store Comeback

Says General District Sales Manager William J. O'Hara:

"When I first came into this business, department stores were doing 37% of the smooth surface covering business. Due to the mounting costs of labor and the problems which many of them had with their workroom operations, the department store percentage of the smooth surface floor covering business has dwindled to about 7%. In the U-Do-It program we have the means of getting back into this important distribution channel with a real proposition. It means no workroom problems: Over-the-counter sales when made are complete without requiring store personnel to go out to measure jobs and install them. It will give the department store an opportunity to get back into the smooth surface floor covering business on a profitable basis.

"The department stores of the

country are important merchandising outlets. On their charge accounts they probably have 90% of the home owners in any given locality. This presents a challenge to us and an opportunity to expand the sale of smooth surface floor covering through them.

"The natural outlets of our U-Do-It products are furniture, department, specialty, hardware, appliance and building material stores, of which there are 105,000 in the country.

Specialty Stores Benefit

"The fact that a specialty store or linoleum contractor is engaged largely in professionally installed floors and walls does not bar him as a possibility for a U-Do-It program. In fact, the greatest impetus given to our determination to package linoleum in tile form some five years ago was the result of a conversation with an important floor covering operator who employed 28 full-time mechanics. His experience had been that prospective buyers would come in, price the linoleum, and when given the cost of installing, some of the prospects would say they would come back or talk it over at home, and as a result sales were lost. So he suggested that we package linoleum in tile form in a variety of qualities and decorations so that he could prevent the walk-out by selling the items for consumer self-installation.

"Professional mechanics themselves have told us that the do-it-yourself trend meets with their approval because some walk-outs are due to the fact that mechanics have more business than they can handle. Furthermore, most persons who install their own floors would not otherwise be in the market. Consumers who want expert workmanship still use the professional mechanics; there is no indication they will ever lack for work."

Sales Promotion Manager John T. Lorick, Jr., tells SM:

"Our Gold Seal program has been received most enthusiastically by our distributors and by our own salesmen. Our initial order for the point-of-purchase display had to be increased three times. Many of these orders are repeat orders from our distributors, which would indicate that they are successful in placing them with floor covering dealers.

"We are opening new accounts and reselling old accounts. Our Atlanta district manager has reported two examples—one in each category. Other reports are coming in from all parts of the country. In Rochester, N. Y., four of the 16 Tile-O-Matics which have been sold are new accounts."

traffic stopper!



H&D "SELMOR" DISPLAYS

- ... STOP shoppers in their tracks
- ... CAUTION them to buy now
- ... GO after new and repeat sales



To give your next promotion a green light, check into these Handsomely-Designed corrugated displays. Write for "How To Select Vending Displays That Increase Sales." Hinde & Dauch, Sandusky, Ohio.

HINDE & DAUCH

our 65th year

H&D®

Authority on Packaging

Pathfinder

The Town Journal



APRIL 1953 • 20 CENTS

Your Town's Got Something • Greatest Play on Earth. • "The Hum" Aims to Protect Your Dollar

Now at work
for **137** important
national advertisers—
the April issue of

PATHFINDER

The Town Journal

● The First issue of PATHFINDER, the Town Journal, is now at work—out selling for the largest array of advertisers ever carried in a single issue.

● Designed and produced by men and women who know Country-Side America intimately, PATHFINDER is a *truly* dual appeal magazine, meeting the family needs and interests of that half of America where opinions and decisions are very much a family affair.

● Today, PATHFINDER, the Town Journal, offers tremendous new advantages to both readers and advertisers. Is the name of your company listed among those at the right?

Pathfinder

The Town Journal

Graham Patterson, Publisher

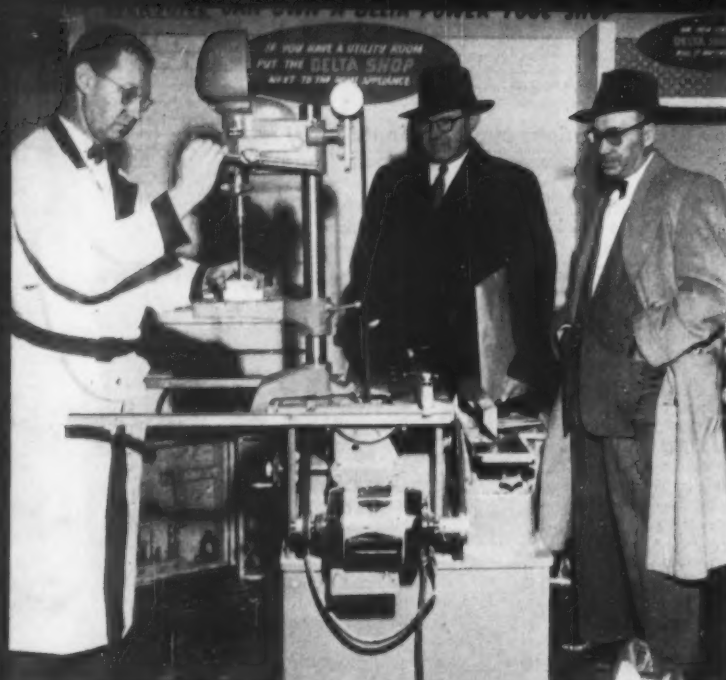
FARM JOURNAL, INC.
Washington Square, Phila. 5, Pa.

APRIL 15, 1953

Advertisers appearing in the April issue of PATHFINDER, the Town Journal

- Academy for Adults
- Admiral Corporation (TV)
- Aetna Insurance Group
- *S. L. Allen & Co., Inc.
- *American Cyanamid Co.
- American Express Travelers Cheques
- American Meat Institute
- American Memorial Co.
- *American Petroleum Institute
- *American Telephone & Telegraph Co.
- American Tobacco Co.
- *American Trucking Associations, Inc.
- *Association of American Railroads
- Bankers Life & Casualty Co.
- Bethlehem Steel
- Block Drug Co.
- *Bolens Products Div.—
Food Machinery & Chemical Corp.
- *Boyle-Midway Inc.
- *Bristol Myers Co.—Sal Hepatica
- Bristol Myers Co.—Vitalis
- *W. Atlee Burpee Co.
- *Camp Chemical Co.
- *Canadian Government Travel Bureau
- *Champion Spark Plug Co.
- *Chevrolet Div.—General Motors Corp.
- *Chrysler Sales Div.—Chrysler Corp.
- *Clark-Cleveland Inc.
- Commodore Hotel
- Commonwealth of Kentucky
- Commonwealth of Penna.
- Connor Motor Silencer
- *G. N. Coughlan Co.
- Creomulsion Company
- *Crosley Div.—Avco Mfg. Co.
- *Cushman Motor Works Inc.
- *d-Con Company, Inc.
- *Delco Appliance Div.—
General Motors Corp.
- C. S. Dent & Company
- A. B. Dick Company
- *Dodge Truck Div.—Chrysler Corp.
- Drackett Company
- *Eaton Manufacturing Co.
- *Electric Light and Power Companies
- Eno-Scott & Bowne
- The Esterbrook Pen Co.
- Ethyl Corp.
- First National Bank of Chicago—
Travelers Checks
- *Fletcher Enamel Co.
- *Foley Mfg. Co.
- *Foster-Milburn Co.
- *Frigidaire Div.—General Motors Corp.
- Friedman-Shelby Div.—
International Shoe Co.
- *General Electric Co.—Disposal
- *General Electric Co.—Institutional
- *General Electric Co.—Water Heaters
- *General Motors Acceptance Corp.
- The Glessner Company
- *Otis E. Glidden & Co.
- *Goulds Pumps, Inc.
- *Greyhound Lines
- *The Grolier Society
- *Hammond Instrument Co.
- *P. H. Hanes Knitting Co.
- Harrison Products, Inc.
- *Hartford Insurance Companies
- Home Insurance Co.
- *Hotpoint Co.
- *IGA (Independent Grocers' Alliance)
- International Harvester Company
- *International Nickel Co.
- Jacobsen Mfg. Co.
- *Jordeau, Inc.
- The Kawneer Company
- *Kelly-Springfield Tire Co.
- Keystone Steel & Wire Co.
- *Klutch Company
- *Kohler Co.
- *Kraft Foods Company
- *Thos. Leeming & Co., Inc.
- Listo Pencil Corp.
- The Maico Co., Inc.
- *McCormick & Co., Inc.
- *McKesson & Robbins Inc.
- Medico Pipes
- Mercury Div.—Ford Motor Co.
- G. & C. Merriam Co.
- *Midland Company
- *Miles Laboratories, Inc.
- Monroe Company
- *Montague Rod & Reel Co.
- *Mothersill Remedy Co., Ltd.
- Mowomatic Corp.
- *National Biscuit Co.
- *National Board of Fire Underwriters
- National City Bank of New York—
Travelers Checks
- *National Committee for LP-Gas Promotions
- *Oldsmobile Div.—General Motors Corp.
- Paragon Electric Company
- Pennsylvania Mower Div.—
American Chain & Cable Co.
- *Pennzoil Co.
- *Pierce's Proprietaries Inc.
- *Plasti-Liner Co., Inc.
- *Plymouth Div.—Chrysler Corp.
- Province of Quebec Tourist Bureau
- *The Quaker Oats Co.—Ken-L-Meal
- *The Quaker Oats Co.—Mother's Oats
- W. T. Rawleigh Co.
- *Ray-O-Vac Company
- Research Service
- A. W. Reynolds
- *R. J. Reynolds Tobacco Co.
- *Rockdale Monument Co.
- *Savage Arms Corporation
- *The Scholl Mfg. Co., Inc.
- Sergeant's Dog Care Products
- *Simplicity Mfg. Co.
- *Standard Brands, Inc.
- *Sterling Drug, Inc.
- State Farm Insurance Companies
- State of Tennessee
- F. A. Stuart Company
- *Studebaker Corporation
- *The Texas Co.
- Time, Inc.
- *Toro Mfg. Corp.
- *Truck Div.—Ford Motor Co.
- Union Oil Company of California
- Union Pacific Railroad
- United Aircraft Corporation
- United States Fire Insurance Co.
- Vocaline Company of America, Inc.
- *Western Arms Div.—Olin Industries Inc.
- *Whitehall Pharmacal Co.
- Wildroot Co., Inc.
- *Winchester Arms Div.—
Olin Industries Inc.
- *Wolverine Shoe & Tanning Corp.
- *W. F. Young, Inc.

*These 81 advertisers are selling the whole Country-Side market—through the 4 million circulation of the Country-Side Unit—FARM JOURNAL and PATHFINDER.



KEEP YOUR DELTA SHOP in a closet; roll it out when you're in a mood to saw, drill, and put together a castle. Demonstrators for Delta, Milwaukee, asked visiting hobbyists to try out this combination circular saw, jointer, drill press and sander. Demonstrators (1) showed how, (2) told how, (3) referred lookers-on to their local dealers.



WHY CALL THE PAINTER? With F. O. Pierce's paint roller, you can get in and decorate on weekends. Through development of easy-to-use rollers and dip pans, paint companies have captured 70% of professional market.

TURN BATHTUB INTO STALL SHOWER. Youngstown Manufacturing, Inc., shows how easy it can be done with company's sliding Tub-A-Dor, made of fibreglas panels, nylon rollers, aluminum tracks. Youngstown, like most of the 65 exhibitors, put visitors into act, stimulated their desire to build, redeccrate.

An Industry With a Whopping

Manufacturers of power tools and building materials cash in on a billion-dollar boom by showing consumers how to beat the high cost of labor.

Sixty-five manufacturers of do-it-yourself products wooed 50,000 visitors to New York's Park Avenue Armory last month and capitalized on their urge to tinker.

It is the first time in history that makers of you-can-do-it materials have staged an exposition they could call their own. Exhibitors ranged from power tool makers through paint, wallpaper and lumber companies, and included furniture and tile producers. It offered these firms a grandiose, collective opportunity to put hack saws and brushes and panels into amateur hands. The exhibitors got in and demonstrated; visitors hung wallpaper, painted furni-



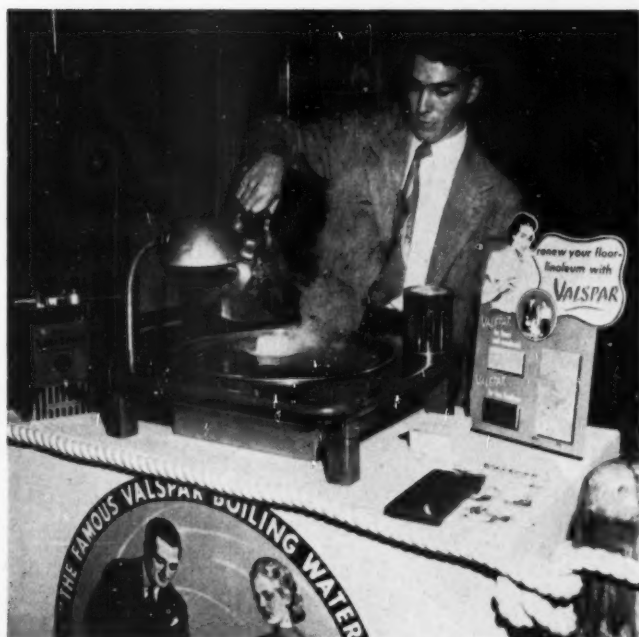
Gets Going Do-It-Yourself Show

ture, tried out lathes and power saws. Many a visitor sold himself on a product, too.

Companies like Congoleum-Nairn, Inc., Porter-Cable Machine Co., and Magna Engineering Corp., got a chance to try out new demonstration techniques. Anxious visitors who wanted to buy power tools on the spot were referred to local dealers, but paint makers and other firms selling easy-to-carry materials took on-the-spot orders, did a reported \$100,000 volume during the week-long show.

Power tool exhibitors like Magna and DeWalt had for years been accustomed to a meager slice of the non-professional market, but admitted, at the show, that the do-it-yourself trend since World War II has accounted for half of their total sales.

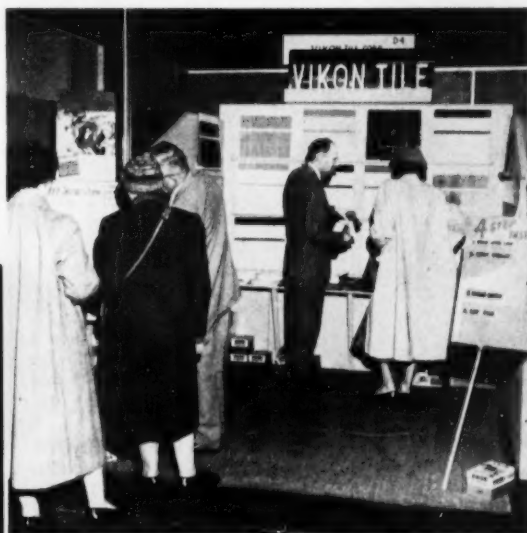
By show's end, sawdust, scrap lumber and spattered paint made the somber Armory auditorium look like a high-school industrial arts shop. But William Orkin (Expositions Management), who staged the show, was so pleased with the crowds that he will restage it in 15 cities within a year.



APRIL 15, 1953



RE-CUSHION YOUR FURNITURE with Goodyear's "Airfoam." It can be bent, folded, rolled or cut to any desired shape, and all you need is a pair of scissors. Notice merchandiser, which appears in department, hardware stores. Visitors were asked to try it, feel it, told where Airfoam could fit into the scheme of things, and where to buy it.



GO TO WORK with brush and trowel and put on your own Vikon tile. Vikon asked visitors to give it a whirl, found interest keen. Tile makers have brought out packaged kits to make the job as easy as putting postage stamp to envelope.

RENEW YOUR WOODWORK and floors with Valspar—you won't have to buy new materials. Demonstrator, with dry ice and hot water, shows toughness of Valspar (Valentine & Co.) finish. Imaginative demonstration techniques like this pulled visitors hour after hour, made sales.

Can Business Success be built on *Emotion?*

*Revlon Products Corporation bets
bottom dollar on women's moods...*



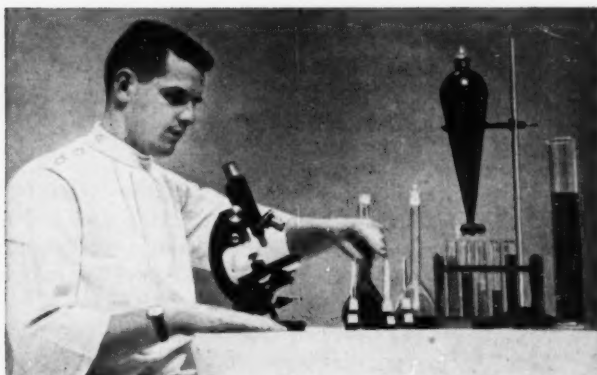
THEIR APPROACH... In 1937, Revlon entered the department store field. B. Altman & Co. was one of the few "trial" stores. Today, every leading store in the country carries the dramatic Revlon line. Pictured is the Spring 1953 counter at B. Altman & Co., New York.

WAS DIFFERENT! Always advertised in high-fashion surroundings, Revlon quickly became a symbol of glamour and hope to all women. At right, famous Fire-and-Ice girl who launched Revlon's Fall '52 campaign. Revlon also makes hand lotion, face powder, rouge, all types of make-up and face cream. And has recently launched a whole new beauty treatment line.



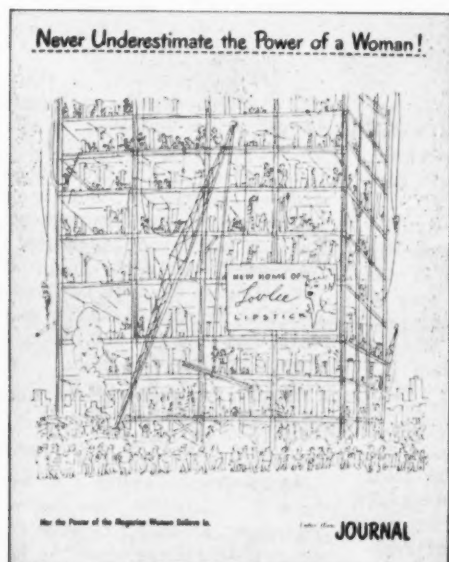


THEIR IDEA... Nail enamel and lipstick colors, said Revlon, could become costume accessories. In 1932, with \$300 capital, they mixed their first batch of nail enamel. In 1935, they grossed \$68,000. "Idea men", left to right: Charles Revson, Charles Lachman, Martin and Joseph Revson.



WAS DRAMATIC! Until 1932, nail polish shades were few. Today Revlon has 31 shades of nail enamel with matching lipsticks, and unerringly hits the right fashion shade seven months ahead of the retail season. Revlon not only sells more lipsticks, more nail enamel—it is the giant of *all* cosmetic firms that sell through retail outlets.

...gross leaps from hundreds to millions with Journal carrying heavy schedule of advertising



WOMEN WENT FOR IT!

Inevitably, when an advertiser wants to reach the *most* women with the *most* buying power, he turns to the greatest magazine ever edited for women—Ladies' Home Journal. Outstanding among all the facts of Journal power and success are these two:

1. Top circulation of any monthly magazine in the world carrying advertising . . . over 5,000,000 in November, December, January, February, March.
2. Top newsstand sales of any magazine in the world carrying advertising.

The Revson brothers—Charles, Joseph and Martin—and their partner, Charles Lachman, staked their shirts on something many men would consider an incalculable risk—*women's emotions*.

Yet it paid off. A revolutionary idea—the introduction of a wide range of fresh new shades in nail enamel—plus determination and back-breaking work, have netted Revlon a business which would make the average steel magnate blink.

Not a small part of the Revlon success can be chalked up to consistent, brilliant promotion.

Since the first big-scale Revlon advertising in 1936, magazines have carried the main weight of it. *And the Journal holds top position on the Revlon list.*

Referring to the promotional strength of the greatest magazine ever edited for women, Mr. Charles Revson, President, says:

"The Journal gets into a greater spread of homes than any other women's magazine in the world, and gets real response."

Never underestimate the power of a woman's emotions . . . nor her reactions to *your* ideas when you advertise in the magazine she so ardently believes in . . .

Ladies'
Home
Journal

MARCH CIRCULATION OVER 5,000,000

A Curtis Publication

EDWARD F. HOWREY . . .

. . . once stopped smoking for seven years. Now he fills his pipe with Edgeworth. He's a tall, slightly stocky, pink-cheeked, native Iowan, naturally youthful at age 49. On his Fairfax County, Va., farm he raises Angus cattle.

Howrey's partners in Sanders, Gravelle, Whitlock & Howrey, Washington, D. C., have been prominent in Republican Party affairs. Sanders was Coolidge's secretary, and Douglas Whitlock was with the Eisenhower Tour Committee. Howrey, who has handled many cases before the Federal Trade Commission, has resigned from the firm.



Meet FTC's New Chairman

On April 1, Edward F. Howrey was sworn in as a member of the Federal Trade Commission, and, by designation of President Eisenhower, became chairman, succeeding former Senator James M. Mead, who continues as a member of the Commission.

Before Mr. Howrey's nomination was confirmed without objection by the U.S. Senate, and unanimously by the Committee on Interstate and Foreign Commerce, he was questioned by the committee on March 18-19. Senator Charles W. Tobey (Rep., N. H.), chairman, presided. Excerpts of the testimony follow:

Senator Tobey: Mr. Howrey's nomination is, as you all know, to the Federal Trade Commission to succeed John Carson. He succeeds a good man, in my judgment, a man who had the public interest at heart, the consumer interest. I cite that, Mr. Howrey, because I think that is the big job I have to do, and you, too, have to do, to remember the consumer interest. That is paramount with me, and I am sure it is with you. . .

Mr. Howrey: . . . I think the Federal Trade Commission serves a very useful purpose; otherwise, I wouldn't have the slightest interest in the job.

Senator Tobey: Do you have a deep interest in the anti-trust laws of this country?

Mr. Howrey: I do.

Senator Tobey: You believe in their enforcement in the public interest?

Mr. Howrey: I do, indeed.

Senator Tobey: I would like to submit for the record a letter from a very dear friend of mine, and a prominent businessman, Mr. Nathaniel Leverone [excerpt follows] . . .

"Personally, I think they would be mighty lucky if they had a man like Jack Howrey on the Federal Trade Commission because he is a man of rare ability, unquestioned integrity, with unusual energy and a very ardent, hard-working Republican . . ."

Senator Tobey: Here is a letter in opposition [excerpt follows] . . .

"We are concerned that, as Commissioner, Mr. Howrey will be called upon to act in the enforcement of present orders against his former clients; to consider issuance of complaints against his former clients; to supervise, if he is named chairman, the FTC personnel who will be charged with bringing action against these clients, notwithstanding that he may have disqualified himself in the actual adjudication of the cases."

William T. Kelley: . . . I am general counsel of the Federal Trade Commission. I have been there since December, 1914. I have known Mr. Howrey for over 20 years. In my judgment, Mr. Howrey is exceptionally well qualified, particularly in the

anti-trust field. He has devoted a major part of his time and practice to that law.

I think he, because of that specialty, is exceptionally well qualified. He is, in my judgment, a man of the highest integrity.

As you know, the function of the Federal Trade Commission is one of administration, the administration of the laws which were committed to it by Congress. It is my judgment, as Mr. Howrey has just mentioned to you, that he will administer and enforce those laws in accordance with law as he understands it.

Senator Magnuson: He is going to be the devil's advocate?

Senator Tobey: Not necessarily. . .

Mr. Kelley: . . . But I do believe he will enforce the laws fairly and vigorously, according to what he understands the meaning of the law to be, the background of the law, and the Congressional intent, and the decisions of the courts of this country. . .

Senator Butler: With your long association with Mr. Howrey, is it your opinion or not that he would be influenced by having represented anybody before this Commission in any decision he would make?

Mr. Kelley: If I thought so, I wouldn't have appeared before your honored body.

Idea suggested by JOE ROSENBLUM
Mandel Brothers, Chicago



In Chicago, it takes 2— to do the trick

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!



CHICAGO SUN-TIMES

211 W. Wacker Drive, Chicago • 250 Park Avenue, N. Y.

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO., LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA • HAL WINTER CO., MIAMI BEACH
APRIL 15, 1953

The QUAD-CITIES are 11th in Effective Buying Income per Capita*

This excellent rating is an important factor to be considered in your selection of quality, sales-productive markets. Increased strength is added to this high rating when the essential factor of population (nearly 1/4 million people) is combined with it.

To influence the greater portion of this buying-powered population, it is necessary to cover the Illinois side of the Quad-Cities where 57% of these Quad-Citians live and buy.



* Position among Sales Management's 102 Metropolitan Areas

The ROCK ISLAND

Argus

The MOLINE

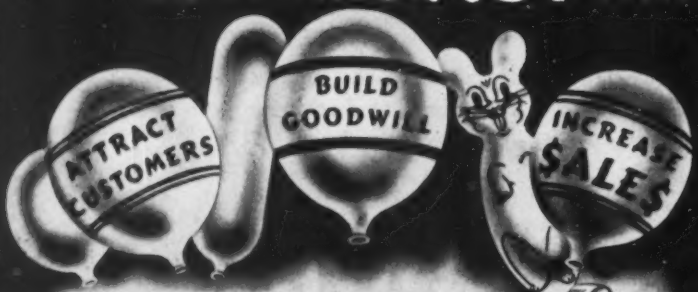
Dispatch

Represented by Allen-Klapp Co., New York, Chicago, Detroit

OPENING A NEW RETAIL OUTLET?



DO IT THE EASY WAY



CREATE THAT FESTIVAL FAIR!
GIVE AWAY IMPRINTED EAGLE BALLOONS

EAGLE RUBBER COMPANY, INC. ASHLAND, OHIO

Senator Schoeppel: In the legal staff of your Commission you have some men on that staff, or within the department, who have vigorously opposed some of the policies that Mr. Howrey has advocated. Have you discerned that?

Mr. Kelley: . . . Never did Mr. Howrey, or Mr. Howrey's firm, some of whom I know very well, ever ask a favor, even to the continuance of a case where there was any question of the public interest involved. . .

Senator Potter: Mr. Kelley, I don't wish to be unkind, but I just wonder about the propriety of a counsel for the Federal Trade Commission testifying in behalf of a prospective member of the Commission. . .

Mr. Kelley: . . . I am not going to be there very long with Mr. Howrey or the Commission. . . This is my thirty-ninth year. This year I reach the age of 70. I am looking forward very much to retiring. . .

Senator Johnson: . . . I was intrigued by the thought that if you don't like a law, you are not going to enforce it. . .

Mr. Howrey: . . . I think all of the laws that are committed to the Commission's jurisdiction are good laws. I am in full sympathy with them. I know of no existing statute that I don't believe in and would not enforce. . .

Senator Johnson: . . . Have you been making speeches about the Federal Trade Commission . . . speaking against the idea of a Federal Trade Commission?

Mr. Howrey: . . . I have never made a speech derogatory to the Commission. . .

Senator Magnuson: I know you have been allied on cases where there have been some very serious and important questions of policy involved, including the rubber case, for instance. There has been an order issued on that; is that correct, on the quantity?

Mr. Howrey: Discount rule. It is now pending in the Court of Appeals.

Senator Magnuson: That will come back to the Commission. What will you do in that case?

Mr. Howrey: I would disqualify myself completely. . .

Senator Magnuson: Here is an order which has been issued which you vigorously and, I guess, very ably opposed. That will again be before

SALES MANAGEMENT

the Commission and before all employees of the Commission, counsel and others. In many cases it would be shown that you appeared before the Commission in your briefs and your argument. What bothers me is I can't conceive of any important case involving policy that would come before the Commission that you haven't at some time in the past expressed your opinion on in a brief or as an advocate.

Mr. Howrey: As an advocate—

Senator Magnuson: I am afraid that you might be on a vacation almost permanently down there.

Mr. Howrey: I think not, Senator, because I would be surprised if other appointments to other commissions than the Federal Trade Commission had not had more business than I had...

Senator Magnuson: What if the quantity limit order comes up again? Would you vote to rescind it?

Mr. Howrey: I wouldn't participate in it in any form whatsoever.

Senator Magnuson: So we may have a two and two decision again.

Mr. Howrey: Perhaps you might...

Senator Magnuson: Mr. Howrey, did you participate in the Automatic Canteen case?

Mr. Howrey: Yes, I did...

Senator Magnuson: So we have a case that took 13 years?

Mr. Howrey: Well, I would count it from March, 1943, and that it reached the Supreme Court in December 1952...

Senator Magnuson: ... I am wondering if you become chairman of this Commission whether or not that practice [delay] would continue? ...

Mr. Howrey: I do want to say quite emphatically that I will do everything within my power to do away with delay...

Senator Magnuson: Now you would be in a position where you say you would speed up procedures down there?

Mr. Howrey: That is one of my main objectives.

Senator Magnuson: You have plenty of experience in delays, so you would probably know how to speed it up.

Mr. Howrey: That might help...

Senator Griswold: The Federal Trade Commission, itself, is set up to represent the consumers' interest, the public interest?

Mr. Howrey: Not only the consumers' interest, but also the competitors' interest. It is really a Commission to prevent unfair methods of competition, as well as deceptive acts in pricing...

Senator Potter: ... Mr. Howrey, did you seek the job, or did the job seek you?

Mr. Howrey: I got into it unwittingly, before I knew it. I did not seek it in the beginning... I think I have a latent feeling in my breast that I would like to serve the public interest sometime in my life... I do have a good law practice, and I really didn't seek it in the beginning...

Senator Potter: What I am trying to get at, Firestone or some other company didn't come to you and say, "Now, we would like to have you on the Federal Trade Commission"?

Mr. Howrey: No. I had the support of all my clients, including Firestone. But I don't think they had any ulterior motives at all of putting me on the Commission, because they know very well once I get on, I can certainly never help them any...

Senator Monroney: If the Supreme Court does find for the Commission the right to put a final maximum limit on quantity discounts in the Supreme Court, then on other cases such as have been mentioned here, the automobile case and the grocery cases, and perhaps drugs and other lines, will it be the duty, then, of the Commission to find in these various lines, on their own initiative, the maximum quantities for which special discounts can be recognized? That would be an administrative determination by the Commission, itself, would it not?

Mr. Howrey: Yes. Whether they would do it on their own initiative or not, I don't know... I think it would be the duty of the Commission to begin quantity limit proceedings in any industry where people requested it where they thought it should be done and where they thought the statutory standards—

Senator Monroney: ... My question was, your disposition to expedite cases...

Mr. Howrey: Yes. I feel very strongly that the delay is the same as no relief at all, because if an injured party files an application and complains, he doesn't get any relief for 10 years; in my judgment, he hasn't gotten any relief...

Senator Tobey: Thank you for your kindness in being with us.



All business is specialized

...and nothing specializes on your business

like your business paper

This bright bird specializes. He picks out the cold customer who's a hot prospect. And it *pays!* Specializing pays in your business too... most of all when you're looking for data on new products, new ways of doing business. That's why this business paper of yours is so vital. It specializes on your business—scouts for facts you need to solve your specific problems. Editorial pages and ads *both* bring you a heap of help. Like all the best informed people in your field, you'll find you always keep a step ahead when you read... clip... use every issue, to do more business better.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a *paid* circulation paper that must *earn* its readership by its quality... And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

NEXT ISSUE you'll be reading about...

A Century of Salesmanship Helps Build Steinway Name

By Lawrence M. Hughes

SALES MANAGEMENT

One of a series of ads prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



How to Determine If Your Product Can Be Sold Door-to-Door

Merchandise moved successfully through retailers or by direct mail may leave prospects cold when offered for sale in the home. Here is an analysis of the characteristics of consumer items sold profitably by doorbell ringing.

BY NORMAN BRUCKS

In order to decide which method of house-to-house selling is best suited to your needs, you should ask:

1. Can the product or service be sold to anyone, or is a certain amount of pre-selection necessary?

Obviously, wearing apparel and foods require no pre-selection of prospects.

However, those items involving a substantial expenditure, such as a set of encyclopedias, sterling silverware, oil burners, venetian blinds, or tele-

vision sets are more economically distributed if the salesman does not spend his time looking for prospects and, instead, concentrates upon individuals who are the most likely possible customers.

Further, those products which are associated with a non-universally-existent situation—that is, diaper services, children's books, television and automobile accessories, or hearing aids—may be sold in less time if the salesman immediately can see new parents, parents of young children, owners of television sets or automobiles, or deaf persons. In such cases, pre-selection of prospects is of decided advantage.

While differences arise among the manufacturers of vacuum cleaners as to whether or not pre-selection of prospects is a necessity, it should be clearly understood that these variances are not due to opinion. The choice of method depends upon the sales approach. Those companies who, like Electrolux, base their sales presentation on the premise that a vacuum cleaner is a universal necessity, most logically use a method designed to seek out all classes of individuals, indiscriminately. On the other hand, those companies, such as Singer, whose basic sales approach is directed toward individuals who are already in the market for a vacuum cleaner will choose a method which is selective in nature.

Since both sales approaches may be accepted as successful, it is simply a matter of company policy as to whether or not a specific segment of the market should be developed.

2. If pre-selection of prospects is necessary, can the salesman find prospects by mere inspection, or is additional information required?

Prospects may be found simply, at times. For example, should a home have window shades, or well-worn blinds, the venetian blind salesman may rightly assume that he will have a better opportunity to sell his wares than at a home whose windows have new blinds. Similarly, the television salesman will look for the home without a television antenna; the television accessory salesman will seek a home with an antenna.

More often than not, if pre-selection of prospects is considered desirable, observation alone may not suffice to separate the wheat from the

Characteristics of Door-to-Door Products

1. **Portability.** It must be readily transportable or it must be capable of compact picturing for the prospect.

2. **Simplicity.** Its use or purpose must be quickly understood and the buying motives rapidly aroused. If repeated calls, or a lengthy presentation is required, the householder must be easily classified as a prospect, or no prospect.

3. **Universality.** It must have a fairly catholic need within the area of the sales operation.

4. **Spontaneity.** The product or service must be such that a more or less immediate decision may be made; that is, it must be subject to impulse purchase.

5. **Demonstrability.** Can the product be convincingly demonstrated so advantages will be immediately apparent?

6. **Wide profit margin.** In order to earn the full selling efforts of a solicitor, a product or service must have a sufficiently wide profit margin to pay for his time.

7. **Repetitive.** In the majority of instances, goods and services must lend themselves to repeat sales or to additional sales of related items. If the nature of the item is inclined towards the "one-shot" sale, additional attention must be paid to the width of the profit margin.

8. **Originality.** Last, but certainly not least important, is that goods and services sold at the doorstep must not be identical to items easily obtainable at local retailers. In situations where identical goods and services are available at neighborhood stores, delivery or terms must play an increasingly important role.

How BIG is the **LIFE** market?

The market **LIFE** reaches with a single issue (11,880,000 households*) is big enough, all by itself, to consume the entire yearly production of most brands, many manufacturers, many entire industries.

*From A Study of the Household Accumulative Audience of **LIFE** (1952), by Alfred Politz Research, Inc.



For example, in men's wear:

If, this year, the makers of men's and boys' overcoats and topcoats sold a new coat to each of the males reached by a single issue of **LIFE**, sales to this group alone would almost double the total 1951 U. S. production of overcoats and topcoats combined.



For example, in women's wear:

If, this year, the manufacturers of women's suits (all fabrics) were to sell just two suits to each of the adult women reached by a single issue of **LIFE**, sales to this group alone would exceed the total 1951 production of the entire industry.

Manufacturers and retailers know the bigness of **LIFE**'s market *locally*. That's why:

Manufacturers of apparel, footwear and accessories bought 4,022,515 point-of-sale pieces to support their 1952 **LIFE** campaign at the retail level.

35,850 busy salespeople and executives in 97 leading department stores found time to watch

LIFE's visual presentation "For Salespeople Only" (showing how to tie in their retail selling more closely to the manufacturer's advertising story in **LIFE**).

And in 1952, department stores ran 8,454,351 lines of newspaper advertising tied in with **LIFE**.

LIFE

First... for building national brand names in the apparel industry

When You Start

First you ask:

1. Can the product or service be sold to almost anyone, or is a certain amount of pre-selection necessary?
2. If pre-selection of prospects is necessary, can the prospects be found by mere inspection, or is additional information required?
3. Can the prospect be sold at any time, or would it be better to have the prospect expect a salesman?
4. Does the need for the product or service renew itself at regular fairly frequent intervals?

Then you select selling method:

Condition applicable	Cold call	Spot call	Lead call	Appointment method	Party, club, and hostess plans: group	Route method
Non-selective prospecting	X				X	X
Selective prospecting		X	X	X		
Prospecting by outward appearances		X				
Pre-selection may not be as simply done	X		X	X	X	X
Surprise sales call	X	X	X			
Expected sales call				X	X	X
Single sale	X	X	X	X	X	
Recurring need						X

chaff. An instance of a prospect not overtly discernable would be the owner of a coal furnace. If a salesman desires to sell oil burners to home owners with coal furnaces, his prospects could only be determined by means other than outward appearances.

3. Can the prospect be sold at any time, or would it be better to have the prospect expect a salesman?

While the simplest procedure, and most economical from a time standpoint, is to visit a prospect immediately after calling upon the prospect

next door, it may be advantageous, in some instances, to build up an aura of expectation.

For example, should the product be rather expensive, or custom made, it would be best not to have a salesman call unexpectedly, since a surprise sales call does not have the psychological impression of discriminant individuality which is most helpful when associated with such a product.

It is always to the salesman's advantage to have the prospect know that he is coming, for then there will be a minimum of no-one-at-home cases, and the impression of an intrusion is avoided completely. In addition,

the exciting effect of anticipation will contribute to the warmth of the salesman's reception.

Although it is not necessary to have the prospect expect the salesman for those goods and services sold on a repeat basis, the advantage of consumer expectation is available.

4. Does the need for the product or service renew itself at regular, fairly frequent intervals?

It is not difficult to decide whether or not possibilities for repeat business exist. Groceries, laundry, insurance, and similar staples leave no question that additional business may be gained from the same customer who made the original purchase. On the other hand an individual who has purchased a television set, vacuum cleaner, roofing insulation, venetian blinds, or similar major installation will not be ready soon to purchase another.

However, items such as kitchenware and sundry housewares may be sold either by the single sale or by the accumulated repeat method. That is, entire cookware sets may be sold as a unit (e.g., Saladmaster, Wear-Ever, or Carlton of Carrollton), or the individual pieces may be sold separately over a period of time (e.g., Jewel Tea Co., Senak Co., or Alabama Novelty House). If the pieces are sold together, the sale is usually considered complete. But if the set is sold in sections, the salesman may be able to develop a more or less permanent customer, who may eventually purchase far in excess of a single cookware set.

For the majority of products and services, a simple and immediate answer to the question of the possibilities of repeat business is available. But for those few products for which a choice exists, the method of door-to-door distribution selected depends on which sales approach is chosen. At all times, the sales approach or presentation needs to be determined at the outset. Then a method of distribution is selected.

COMING MAY 1...

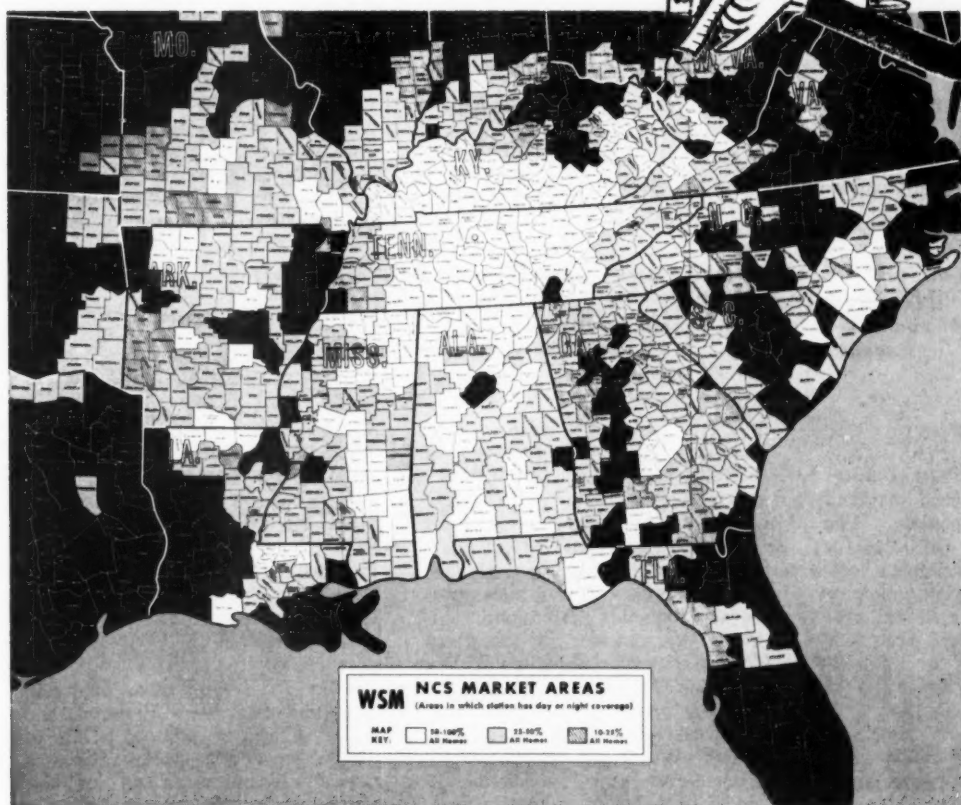
"Six Kinds of Door-to-Door Sales Calls," by Norman Brucks, to be followed in Sales Management on May 20 with "Organizations for Door-to-Door Selling," and June 1 by "Door-to-Door Salespeople: Who They Are: How They Work."

Still a Growing Boy!

We think we know what's happening to radio. We know we know what's happening to WSM. It's showing a very healthy growth, thank you. For proof we offer the comparison (right) and the latest Nielsen Coverage Study Map below.

Irving Waugh or any Petry Man will be happy to show you the complete Nielsen Coverage Study. Better see it before you make any advertising plans for the Central South.

WSM Nashville . . . 650
Clear Channel 50,000 Watts





STORE STREAMERS spread the news. This is one of many point-of-purchase pieces to help . . .

Paint Makers Cash In When Reynolds Promotes Liquid Aluminum

Tests in nine major markets revealed a huge potential demand for aluminum paint. So Reynolds Metals Co., makers of the pigment used by the end-product paint manufacturers, is spending heavily this year to develop wider use.

Based on an interview by Lester B. Colby with
DAVID P. REYNOLDS
Vice-President and Sales Manager, Aluminum Division,
Reynolds Metals Co.

The aluminum industry is 10 times as big as it was in 1940. Up to that time there was only one producer in the U.S., and its record year had been 319 million pounds. The Aluminum Division of the Reynolds Metals Co., born of wartime needs, poured its first pound of aluminum in May, 1941. This year it will produce 830 million pounds. Thus it is approaching an output of approximately three times the nation's total production of only 13 years ago.

Not satisfied with this achievement, Reynolds this year has launched a remarkable campaign to promote what it considers a "sleeper"

product—Liquid Aluminum. The promotion calls for an investment of \$250,000.

"Liquid Aluminum is an aluminum paint manufactured under strict specifications and standards to guarantee quality," says David P. Reynolds, vice-president and sales manager of Reynolds' Aluminum Division. "We consider the campaign unique in that we make no paint. We supply what we call full-leafing aluminum pigment to independent paint manufacturers.

"It was our reasoning that aluminum paint was a neglected item. It is made by so many manufacturers,

many of them selling in restricted markets, that not any one of them was in a position to conduct a nationwide campaign to educate the millions of potential buyers on (a) the multitude uses of aluminum paints; (b) the basic soundness of purchasing a quality aluminum paint.

"After considerable research, we decided to carry the ball. We conceived what we believe will be the biggest cooperative national and local promotional campaign in the history of any paint. Before starting it on a national basis, we test-marketed it in nine major cities in 1952, to prove its practicability. We found that it worked."

In this test campaign a total of 73 manufacturers cooperated. Nine competitive markets were selected. These were centered in Chicago, Philadelphia, Baltimore, St. Louis, Kansas City, Houston, Dallas, Ft. Worth and Cincinnati. Here are some of the things that happened sales-wise:

Sales of *all* aluminum paints in these test areas were increased, and Liquid Aluminum attained 31.2% of the sales in five weeks. Sales of Liquid Aluminum, and regular aluminum paints in participating

I'll bet your mother reads The Press too

Everywhere these days buyers are checking values for the biggest dollar stretch before they fill family food baskets. Invariably they shop their newspaper first. **7 OUT OF 10 HOUSEWIVES** here in Cleveland prefer *The Press*. It gives them *more to choose from*.

They know, for instance, that *all* grocery store advertisers—independents and chain groups alike—prefer *The Press*. Realize, too, that new products, new brands, new savings come to them first in *The Press*—the foremost pre-selling food medium in the market. Yes, their favorite newspaper keeps them up-to-the-minute informed in this business of buying food. Little wonder they meet so often on common shopping ground.

More food product advertisers meet in *The Press* every week. They know that it displays more, meets more people, means more profits.

MARKET INFORMATION FOR ADVERTISERS:

CLEVELAND HOME INVENTORY — a 2% cross-section of food products on hand and buying habits . . . **CLEVELAND CONSUMER PANEL** — 500 typical Cuyahoga County families in monthly reports. . . .

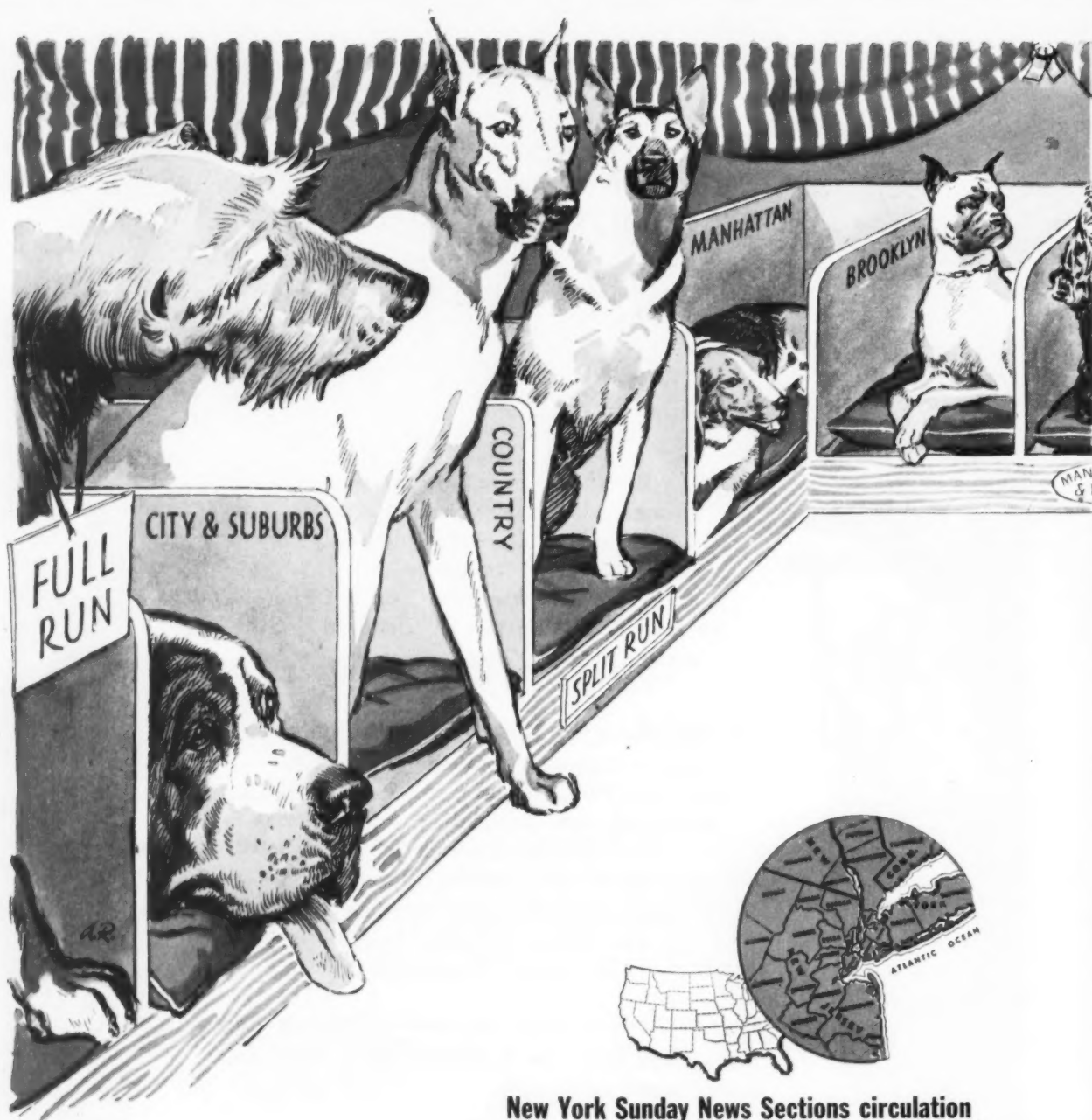
GROCERY DISTRIBUTION STUDY — annual commodity check of independents and chain stores . . . **CUYAHOGA COUNTY LIST OF FOOD OUTLETS** . . .

The leader in this \$458,874,000 food market—

The Cleveland Press

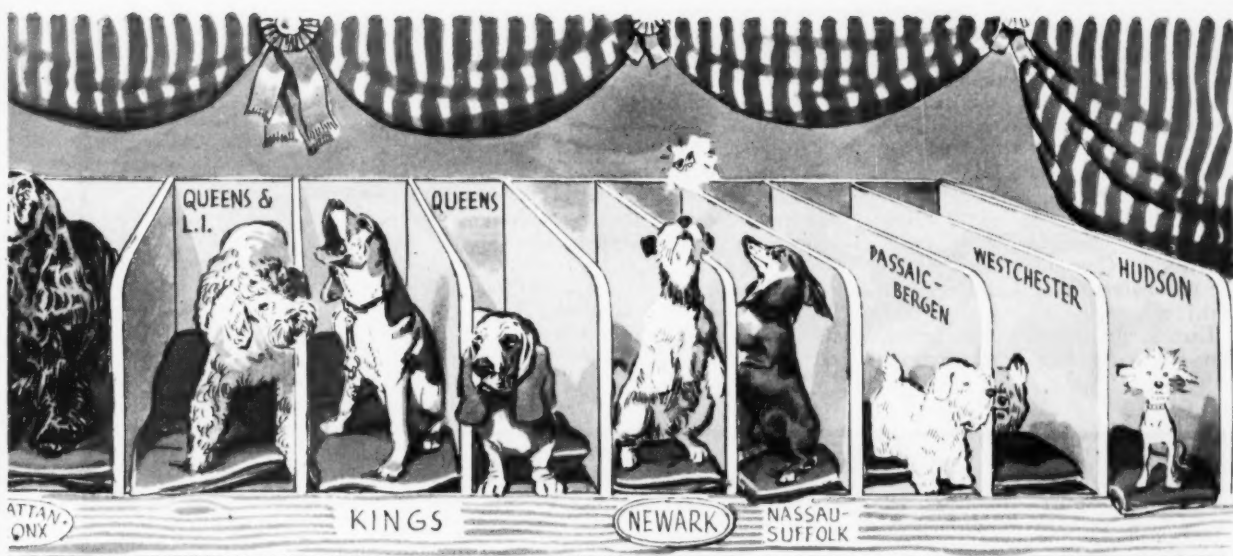
serving 312,730 families every day.





New York Sunday News Sections circulation & percentage of family coverage

Full Run 3,947,424—total city, suburban, and country
Country 1,615,541—outside New York City and fifty mile zone
City & Suburbs	.. 2,331,883—59.0%, in New York City and fifty mile zone
Split Run 1,165,942—29.5%, every other copy in New York City & suburbs
Manhattan 1,090,085—59.9%, in Manhattan, Bronx, Staten Island; suburban New York, Connecticut, & Northern New Jersey
Manhattan-Bronx	656,237—59.5%, in Manhattan, Bronx, Staten Island
Westchester 147,454—60.4%, in Westchester, Fairfield & Putnam counties
Brooklyn 943,619—62.2%, in Brooklyn, Queens, Nassau & Suffolk counties
Kings 431,614—54.2%, in the borough of Brooklyn only
Queens-Long Island	512,005—70.9%, in Queens, Nassau & Suffolk counties
Queens 312,042—67.6%, in the borough of Queens only
Nassau-Suffolk	.. 199,963—76.8%, in Nassau & Suffolk counties
Newark 310,132—49.1%, in Newark & nearby Southern New Jersey counties
Passaic-Bergen	.. 177,303—60.9%, in Passaic and in Bergen and Sussex counties
Hudson 109,091—63.3%, in Hudson county, except Arlington, East Newark, Harrison and Kearney



"I want one my own size..."

Nature puts up pooches in varied packages and sizes, for such assorted purposes as pointing a pheasant, retrieving ducks, chaperoning cows, stalking stags, finessing foxes, finding truffles, sitting on cushions, following fire engines, rat catching, playing with children, pursuing pumas, discouraging intruders, or conversation pieces ... You pick the dog you can afford, for whatever you have in mind.

A LOT of advertisers have looked longingly at New York, the biggest dog show of all the local markets, but lacked the capacity, courage or cash to move into the greatest metropolitan market.

Now the national advertiser can sell the New York market piece by piece... with Sunday News Sections! He can pick a New York market area that matches his scale of operation, production, or budget; one that he knows, or where he has relatives, or where his competitor isn't.

Long Island, Westchester, Connecticut, New Jersey—the best and richest suburban markets in the world—come neatly packaged in Sunday News Sections. So does New York City and suburbs, with either full or half coverage; and two separate

boroughs. And Full Run, with almost 4,000,000 circulation, includes the metropolitan market *plus* a large chunk of national coverage!

Each Sunday News Section takes in an area of more population and sales potential than most metropolitan markets... reaches more families in its area *than any magazine, TV station or other New York newspaper.*

RETAIL advertisers for years have been moving trainloads of merchandise every week with these Sections. All are proven volume producers. They can use them to sell intensively in an area, localize sales messages or appeals, test a product or promotion in a limited field—get more effort from a limited budget, and reach more prospects, *at the lowest cost!*

The Sections listing opposite offers a lot of choice—and opportunity. Ask any News office.



THE NEWS, New York's Picture Newspaper

with twice the circulation of any other newspaper in America...

220 East 42nd Street, New York City... Tribune Tower, Chicago...

155 Montgomery St., San Francisco... 1127 Wilshire Blvd., Los Angeles

stores, were 266% greater than in non-participating stores. Seventy-four per cent of the cooperating paint dealers believed that the Liquid Aluminum advertising-merchandising campaign was directly responsible for their sales of aluminum paint and of related items.

The *Burgoyne Grocery & Drug Index*, an operation with headquarters in Cincinnati, reported on the test-marketing of Liquid Aluminum:

During the 16-week test period, June 9 to September 29, the average

weekly sales of aluminum paints in Index stores that participated far surpassed average sales registered in non-cooperating Index stores. The 15 cooperating stores sold an average of 357.4 pints a week, while the non-cooperating stores sold an average of 97.6 pints a week. On a percentage basis, the cooperating stores had 266% greater sales of aluminum paint.

A previous promotion carried on in 1950 and 1951 convinced Reynolds that it had a slumbering item. At that time an asphalt-aluminum

roof coating for farm use was promoted by Reynolds with spectacular results. Seventy-one manufacturers of roof coatings took part in this campaign and reported that their sales climbed as never before. This was held to be a clincher for the argument that aluminum paints were not properly exploited.

During the current Liquid Aluminum campaign which was launched with national consumer magazine advertisements in April, including a double-page spread in *The Saturday Evening Post*, Reynolds believes that more than 175 million sales impressions will be made on consumers and dealers. Twenty million viewers see the promotion on the NBC-TV program, "Mister Peepers," and 9 million listeners hear about Liquid Aluminum on the NBC-Radio program, "Fibber McGee and Molly."

Reynolds is also supplying dealer display material at a fraction of its cost, plus attractively printed foil labels for all cans, with space for the manufacturer to imprint his name. Adoption of this standard foil label was a major point in the campaign for two reasons: (1) It makes a stand-out identification of the package on dealer shelves; (2) "Experience has proved that no label sells like a foil label."

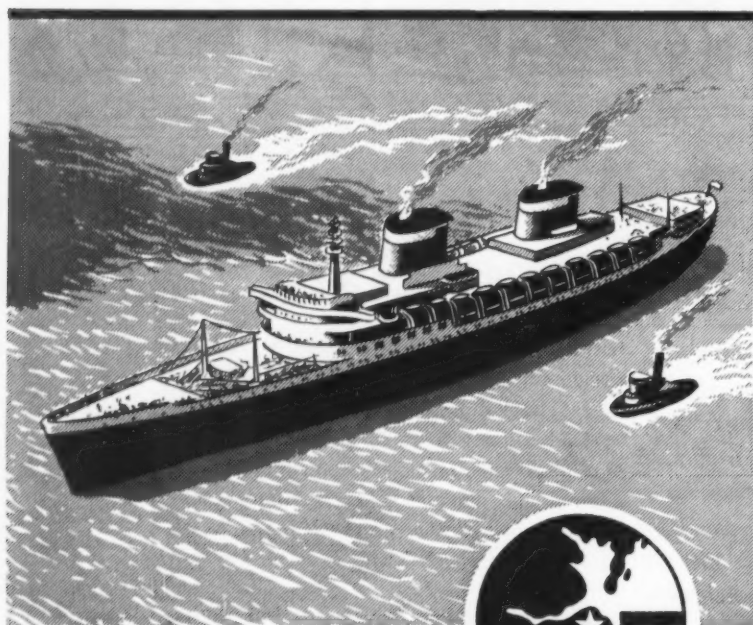
Like Coca-Cola

Approximately 10 ingredients generally go into the manufacture of paints. As a raw materials supplier, Reynolds furnishes only one of these. In a measure the company approximates the position of Coca-Cola and 7-Up, which supply the basic materials for bottlers and independent producers, and use advertising and promotion extensively to develop markets for the end products.

There is nothing on any can to indicate that Reynolds has its finger in the paint. Hence, for the company to profit properly, a universal brand name was needed. Liquid Aluminum was chosen as the identification that would best do such a job. Of course, the promotion is expected to benefit competitive aluminum paints, but this is incidental.

"We want the consuming public to buy Liquid Aluminum," says Reynolds, "because to purchase and use an inferior brand can be something like a sock in the eye to the aluminum paint industry."

Enlarging on that idea, Reynolds points out that if the quality of aluminum paint is built up to the highest standards possible, it follows



SHIPBUILDING IS BIG BUSINESS
IN HAMPTON ROADS, VA.

Make YOUR PRODUCT Big Business in America's Miracle Market!

Employing more than 35,000 men in three shipyards, alone, the shipbuilding industry pours millions of dollars into payrolls in this market... millions of dollars that are spent on every type of product.

Make your BRAND Big Business in Norfolk, Portsmouth, Hampton, Newport News and Warwick — America's 26th market.

WTAR: NBC Affiliate
WTAR-TV: All Networks NORFOLK, VA.

For advertising that PAYS OFF
... use both *Dominant* WTAR-AM and *Exclusive* WTAR-TV. Contact Edward Petry and Company, National Sales Representatives.





**4
5^{ths}**

Within the Local Trading Area

Approximately four fifths of the total circulation of The Detroit Free Press is within Detroit's local trading area as defined by the Audit Bureau of Circulations. Only two of the first ten metropolitan morning newspapers in America have a greater local concentration of coverage than The Free Press.

This local circulation of The Free Press is equivalent to a coverage of every third home in this huge concentration of people and buying power.

It is unduplicated in point of time by any other newspaper. It reaches the door steps of the key homes in this local market before breakfast and

before business. There just isn't any other substitute for the influence of this circulation. There is no other method by which any advertiser may avail himself of Free Press influence in these homes—among more than a million persons—except through The Free Press . . . and that IS important.

This is a privilege which pays off in profits from agate lines, no matter what you have to sell. Take fullest advantage of what the Detroit market has to offer you through Detroit's only morning newspaper.

The Detroit Free Press

"AMERICA'S MOST INTERESTING NEWSPAPER"

John S. Knight, Publisher

STORY, BROOKS & FINLEY, INC., NATL. REPRESENTATIVES

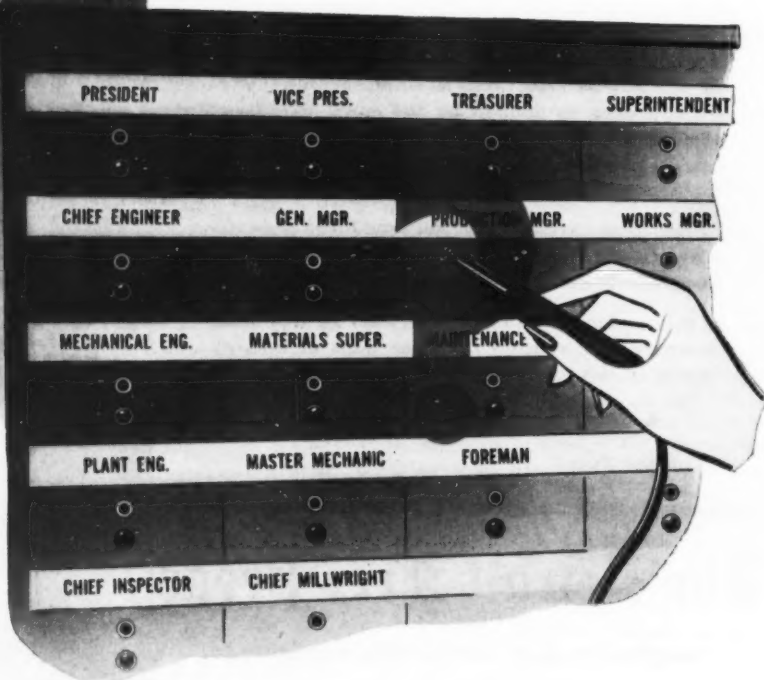


regardless of title **Mill & Factory serves the men your**

YOUR SALESMEN KNOW THAT TITLES ARE NO GUIDE TO BUYING INFLUENCE

Your salesmen find out through repeated calls just which men in the plants that use your product — or can use it — influence and control the buying.

They know that the buying pattern is practically never the same in any two plants. By calling again and again they find out whose "yes" means an order for you.

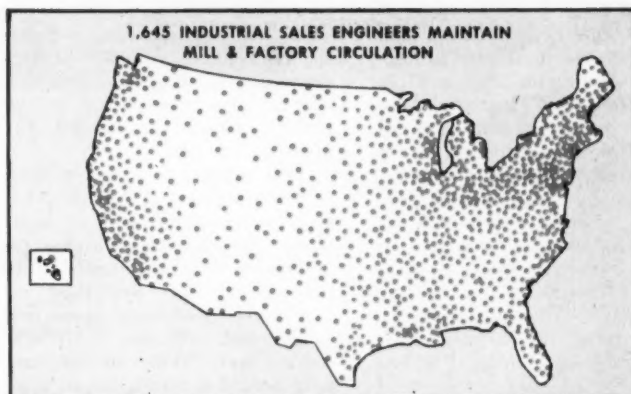


NBP CCA A CONOVER-MAST PUBLICATION

salesmen must see to sell!

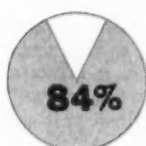
CIRCULATION BUILT BY INDUSTRIAL SALES ENGINEERS

MILL & FACTORY is the only magazine serving general industry that uses industrial sales engineers like yours to build its circulation — men who have found out from continuous personal contact the names of the executives in each plant they must see to sell.



Because of MILL & FACTORY's unique circulation method, it has an exceptionally large readership among the men contacted by your salesmen that is available in no other one industrial magazine.

Note MILL & FACTORY's high proportion of unduplicated readership:



of MILL & FACTORY
readers do not read
FACTORY



of MILL & FACTORY
readers do not read
MACHINERY



of MILL & FACTORY
readers do not read
IRON AGE



of MILL & FACTORY
readers do not read
PLANT ENGINEERING



of MILL & FACTORY
readers do not read
MODERN INDUSTRY



of MILL & FACTORY
readers do not read
AMERICAN MACHINIST

In contrast to MILL & FACTORY's high proportion of unduplicated readership, the McGraw-Hill 18-company survey shows the average duplication between the first and second publications in 9 major markets is 44%.



of the readers of the 1st
Business Paper do not
read the 2nd paper.

205 EAST 42nd STREET • NEW YORK 17, N. Y.

that it will give more satisfaction and the public will buy more. A segment of the paint industry, in effect bootleggers, make a cut-price off-grade quality of aluminum paints and those who have had experiences with them are likely to condemn all aluminum paints.

How to License

Reynolds licenses paint manufacturers who must agree to meet minimum quality specifications, so that the Liquid Aluminum label on a can is the guarantee of quality. It is then up to the individual manufacturer to sell dealers his paints, and to convince dealers that they can increase sales by using the Liquid Aluminum promotional and advertising material which Reynolds supplies on a share-the-cost basis.

Scattered throughout the U.S. are approximately 700 paint manufacturers of varying size and responsibility. Of these more than 100 had been licensed as manufacturers of Liquid Aluminum prior to the current promotional drive. Among those licensed are many of the largest and most reliable. Some of them have

nation-wide distribution. Thus, the share of the paint business they sell is greater than the numerical percentage they represent. Yet, with an eye to the total industry, Reynolds signs up the least of them, if they qualify, with the same avidity with which it accepts the largest. Size and volume play no part in qualifying for the right to profit by the nation-wide Liquid Aluminum promotion.

It is Reynolds' belief that the main educational problem facing the job of selling Liquid Aluminum is to inform the home-buyer and the smaller industrial user. Big industries, because they employ experienced engineers, already know the advantages of aluminum paints.

This is especially true in the case of manufacturers of volatile products such as petroleum and its by-products. In such fields aluminum paints are almost universally used to control evaporation. Says Reynolds:

"Liquid Aluminum is an exceptional paint, reflecting up to 70% of radiant heat. What the industry has long needed is a program to give the retail end of the business a tool; to equip the retail salesman to put proper emphasis on truths about aluminum paints with which the av-

erage man on the street is not familiar.

"The Liquid Aluminum label and package is designed for quick and sure identification; to attract attention and to distinguish it from other paints. The point-of-purchase display and promotional material is designed to push the paint across the counter. For the manufacturer, distributor and dealer its purpose is to say that here is something special.

"To get a maximum of sales all these people should be taken into consideration. If the package fails to impress manufacturer, distributor, dealer or consumer, then there are fewer sales. Always, each one of them should feel that the package spells quality."


While the over-all aluminum business has expanded rapidly, the "pigment business," as the aluminum industry calls aluminum for paints, has failed to keep pace with other aluminum uses in postwar years. Purpose of Reynolds' present campaign is to take up this lag. Reynolds is ready to take on the burden of the promotion if only to get its share of the increased raw materials sales.

What Is Leafing

In Liquid Aluminum, very fine particles of pure aluminum are suspended in a carrier. These particles are flat, polished flakes which float to the surface after the paint is applied. They lie parallel to the surface and overlap like fallen leaves.

For this reason "leafing" is the name applied to the action. When the liquid dries it leaves the surface sheathed in what virtually is solid metal, an excellent seal against moisture and other destructive agents. No other coating, the promotional material points out, so closely approaches the ideal for protective and decorative applications. It resists the deteriorating effects of heat, weather, moisture and corrosion. Its soft, silvery beauty harmonizes with all colors and brightens any color combination. "Its hiding power provides real economy." Also it brightens basements, storerooms and other dark places. Consumers will discover for themselves, too, many other surfaces to cover.

"The aluminum industry is the fastest-growing industry in the world today," says Reynolds. "During these times of inflation, it is the only important product, used in volume, that has not increased in price. We know we have an educational job, a pioneering job to do. We are trying to do it well."



**We publish the newspaper that's
read in 3 out of 5 homes
in Nebraska and Western Iowa**

**that's a market of 1 1/2 million people
with 2 billion dollars to spend**


Omaha World-Herald

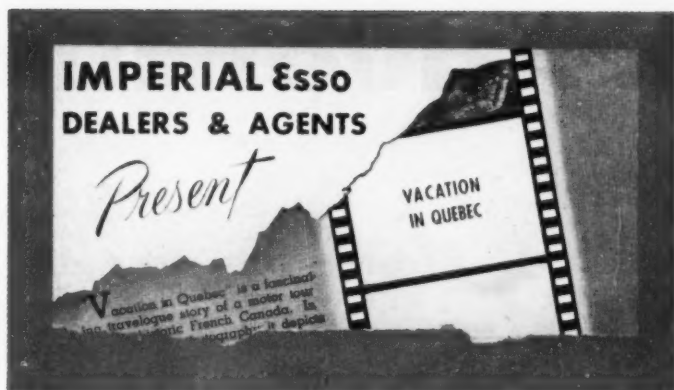
250,172 daily . . . 260,205 Sunday

Average paid circulation for March, 1953

O'MARA & ORMSBEE, National Representatives

*Home delivered
in 1141 towns*





ARE YOU a program chairman in search of ideas?

Now You Can Book Movies At a Service Station

Canada's Imperial Oil makes it easy for people to obtain educational films for non-commercial showings. Users select the film from a catalog at their neighborhood Esso dealer, and the company provides it without charge or obligation.

Drive into any Imperial Oil Limited service station in Canada and the dealer will gladly "fill 'er up," check your oil, and wipe your windshield. He'll also take your request for a print of "Rendezvous in a Reef," billed as a "thrilling under-sea adventure in the tropical splendor of the Bahamas."

Imperial Oil, distributors of Esso products, is in the film distribution business, too, as a good-will builder. Its customers are everywhere from coast to coast, and they are active in lodges, clubs, churches, fraternal and patriotic organizations.

When a member is assigned the chore of providing education or entertainment for his group, Imperial makes it easy for him to obtain—without cost or obligation—sound movies, often in color. The group's representative just goes to his neighborhood Esso dealer and chooses a film from Imperial's catalog. The dealer forwards the request to division headquarters which supplies the film, if available, or passes the order on to the master film library at Imperial's Toronto headquarters.

In 1952, Imperial's 24 films, in both English and French, were shown to more than 9,000 groups comprising 1,200,000 people. Attendance ranged from 12 persons to 700.

Imperial places two restrictions on film use: Users must not charge admission, and they are required to furnish their own 16 mm. sound projector to be operated by a qualified projectionist.

Film topics range from vacation sports in Quebec, to hunting Rocky Mountain sheep, to exploration for oil. Imperial produces many of its own films, but it also supplies films made by other groups.

The company actively promotes its film division. Recently, a brochure on the film program was mailed to key people in organizations throughout Canada. Leaflets describe current films, which can be ordered by mailing a postage-paid order card to Imperial.

The company reminds users that films are booked far in advance, and suggests they give first, second, and third choices of both films and dates for showing.

The Buffalo
Courier-Express
carries
much more
Men's Store
(and Women's Store)
Advertising
than any other
Paper in
Western New York

MEN'S STORE
ADVERTISING 1952

Daily 717,122 lines
Sunday 112,990 lines

ROP Full Color available
both Daily & Sunday

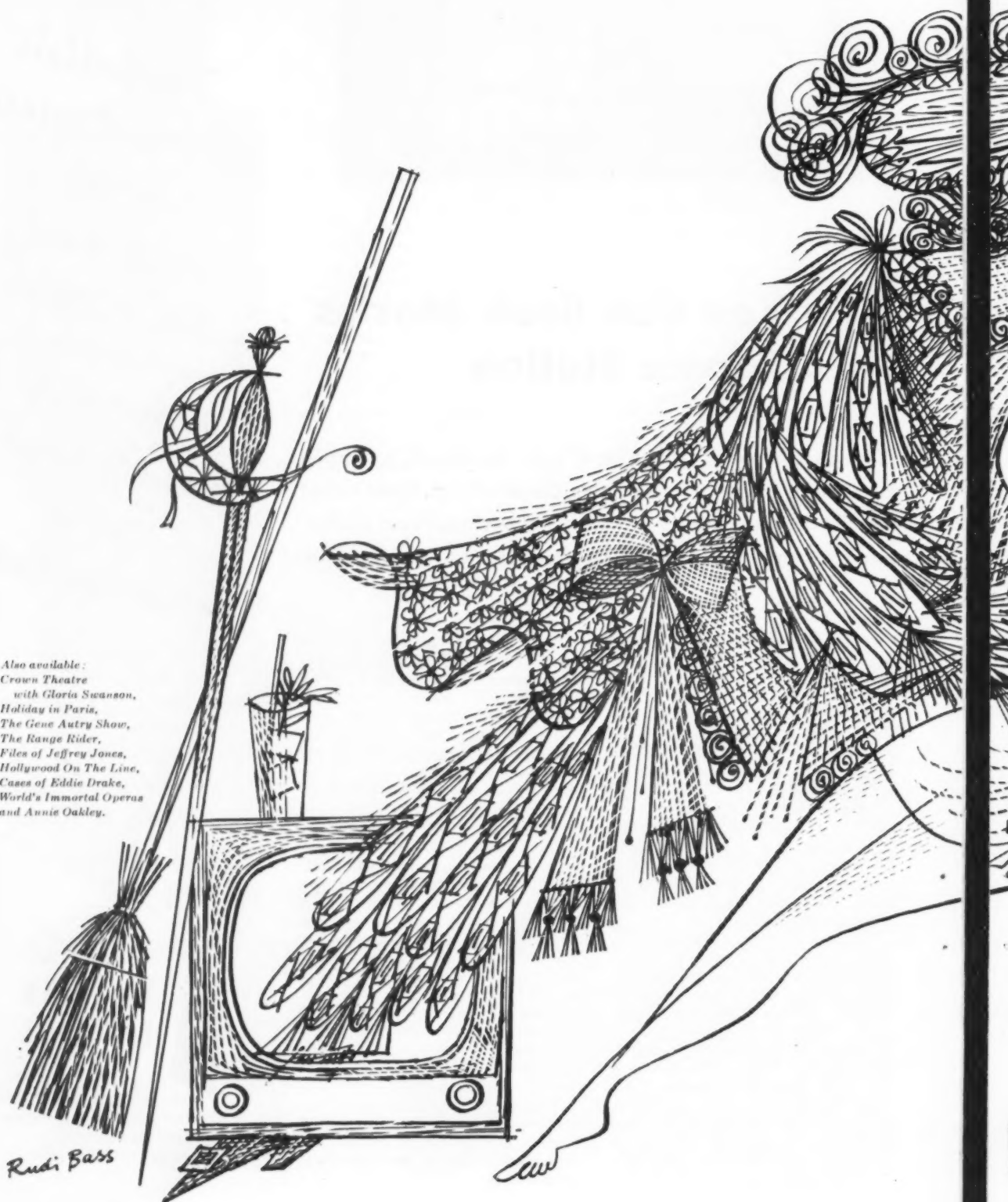
**BUFFALO
COURIER
EXPRESS**

Western New York's
Only Morning and Sunday Newspaper

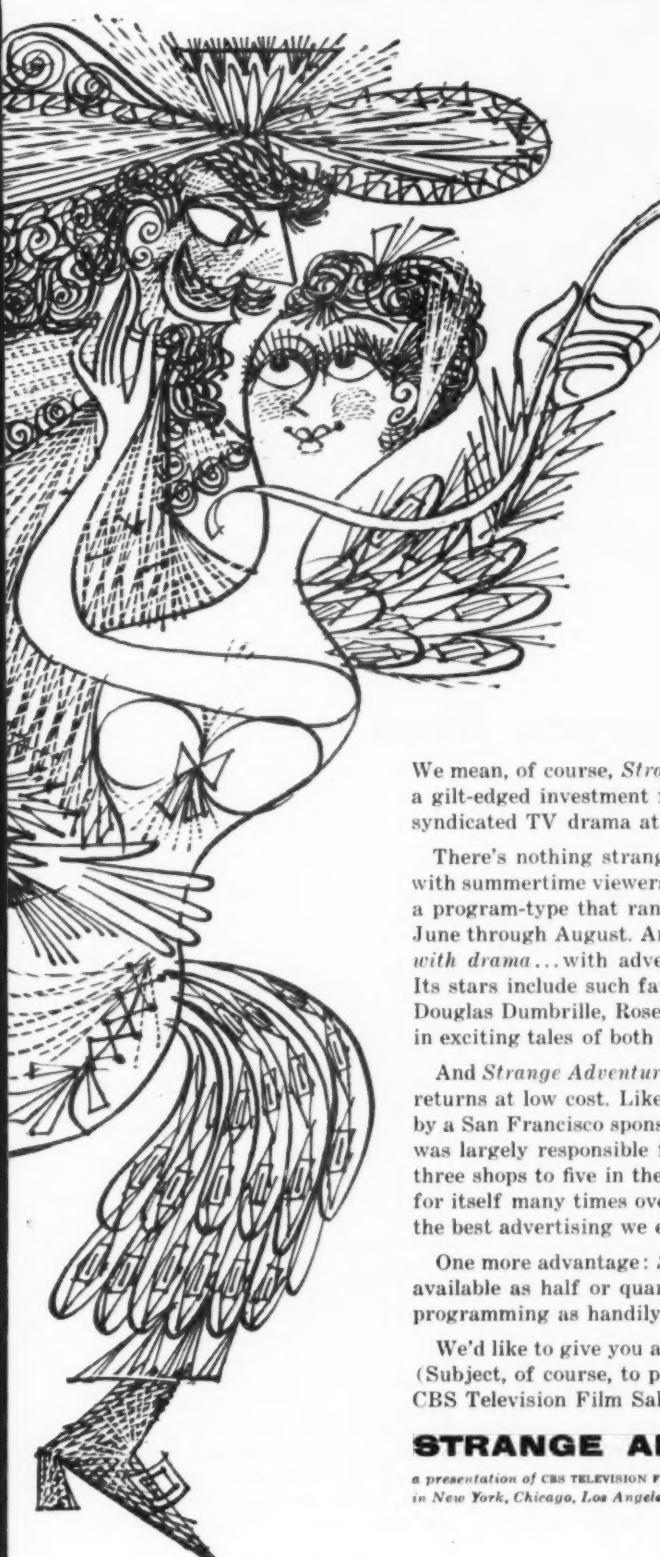
REPRESENTATIVES:
SCOLARO, MEEKER & SCOTT

Strange Adventure

*Also available:
Crown Theatre
with Gloria Swanson,
Holiday in Paris,
The Gene Autry Show,
The Range Rider,
Files of Jeffrey Jones,
Hollywood On The Line,
Cases of Eddie Drake,
World's Immortal Operas
and Annie Oakley.*



in the Summertime



We mean, of course, *Strange Adventure*... a gilt-edged investment for summer sponsors... syndicated TV drama at its summer best.

There's nothing strange about its popularity with summertime viewers. First, it's *drama*, a program-type that ranks among Telepulse's top five, June through August. And it's literally *packed with drama*...with adventure, mystery and suspense. Its stars include such favorites as Albert Dekker, Douglas Dumbrille, Rose Hobart and Lyle Talbot, in exciting tales of both classic and modern fiction.

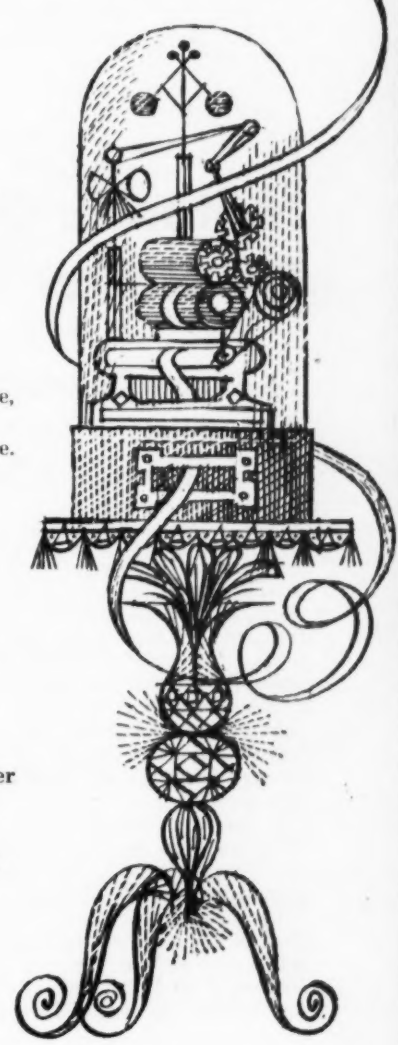
And *Strange Adventure* assures you big sales returns at low cost. Like these reported by a San Francisco sponsor: "*Strange Adventure* was largely responsible for our expanding from three shops to five in the Bay area. The show paid for itself many times over. Without doubt, it's the best advertising we ever used."

One more advantage: *Strange Adventure*... available as half or quarter-hours...fits your summer programming as handily as it fits your pocketbook.

We'd like to give you a quotation in your markets. (Subject, of course, to prior sale.) Ask your nearest CBS Television Film Sales representative about...

STRANGE ADVENTURE

a presentation of CBS TELEVISION FILM SALES with offices in New York, Chicago, Los Angeles and Memphis





ONE SILVER DOLLAR flipped through the air every time a distributor's man came up with a correct answer to a study question, or produced a practical suggestion for meeting a common sales problem.

Motorola Girds Distributors' Men For Hotter TV Sales Rivalry

Every single distributor was represented at the workshop sessions sponsored to achieve an over-all upgrading in the quality of salesmanship at the wholesale level.

Many distributors for years have considered themselves orphans of the storm, at the beck and call of manufacturers, but left to fend for themselves. In the electronics industry, at least, the picture has taken on a brighter hue.

Motorola, Inc., Chicago, one of the largest manufacturers of electronic products, decided early this year to stop wondering and to start doing. The company realized that its home office ought to do more for its approximately 80 distributors, who employ more than 650 salespeople.

Early this year Motorola launched the first in a series of two-week "sales training workshops," a total of 11 separate three-day sessions in 11 different cities. So successful were these

meetings that distributors are asking for more.

But the company had hardly a word to say in these workshop sessions. The men provided ideas themselves without realizing it.

In the over-all picture, the training workshops were conducted by three crews; each crew had a manager and an assistant. Crew leaders were Ellis L. Redden, director of advertising for Motorola; "Kip" Anger, national manager of sales training, and Charles Coombs, national merchandising manager. Assistant crew leaders were Jack Siegrist, advertising manager; James Greer, assistant sales training manager, and George Halsted, field sales training manager. Motorola regional managers partici-

pated equally with crew leaders in putting on the meetings.

Underlying purposes of the program:

1. To define responsibilities of a wholesale salesman, and to secure his agreement with that definition.
2. To review fundamentals of attitude, knowledge and skill.
3. To exchange practical experiences with salesmen participants in the group discussion method.
4. To devise and practice various selling skills.
5. To qualify the salesmen with the necessary attitude, knowledge and skill to become a sales counselor, rather than a salesman only.

Interest in the program was stimulated by a planned series of contacts with distributors to indoctrinate them in the benefits of a closer working relationship with the home office. They were first told of the program at the time they attended regional meetings last December, and verbal approval was obtained. Second, letters were sent to the principals in

Right into the living room!



That's where Electrical Dealer's Distributor Salesman's Edition goes. It's *home delivered*.

And that's where your sales story goes when you put it in this magazine — right into the homes of nearly 9,000 appliance-TV-radio distributor salesmen — one of the most important sales groups in America.

These are the men who are the final representatives between you and all of your dealers. The more they know about your products and policies, the better chance you have to improve your dealer distribution.

The distributor salesman's section in Electrical Dealer provides the only material in the U. S. edited exclusively for these men. Take a look at this section. (If you don't have a copy of Electrical Dealer, we will be glad to send you one.) Note how our editors cover subjects of interest only to dis-

tributor salesmen. Many of these subjects are the same subjects that come in for long discussions in manufacturers' sales departments.

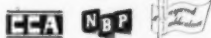
Put yourself in the place of a distributor salesman. Would you be interested in getting this kind of help? Would you read this special section? We think you would — as thousands of these men are doing — in their homes — at their leisure.

Here is the place to keep your sales story — in Electrical Dealer — every month. Electrical Dealer delivers *Readers* — nearly 9,000 distributor salesmen — 29,000 leading appliance, radio and TV dealers — and every electrical appliance distributor in the country. ED is the only magazine that covers *all 3* important sales groups. The Haywood Publishing Company, Chicago, Illinois.

ELECTRICAL DEALER

Chicago 11, 22 East Huron Street

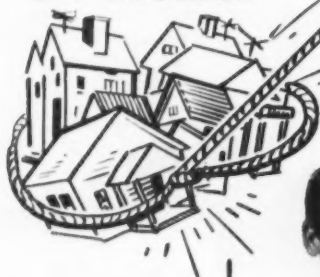
THE APPLIANCE • RADIO • TV • SALESMAGAZINE



Cleveland 15, 1836 Euclid Ave.
New York 17, 101 Park Ave.
McDonald-Thompson...
San Francisco, Dallas
Los Angeles, Seattle

day
or
night
you
corral

200,000 memphis
and Mid-South
TV Homes



when
you
buy...

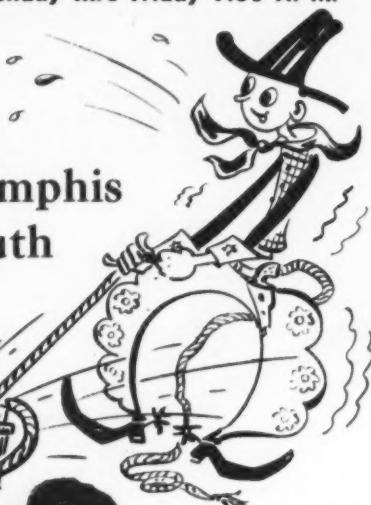
•
PARTICIPATING
SPOTS
NOW
AVAILABLE
ON
EITHER
SHOW



"Your TV Shopper"

Here are household hints and shoppers' specials wrapped in a bright and breezy package for housewives in the morning. The show features Olivia Browne, well-known Memphis TV emcee, and WMCT's own Wilson Northcross. It's loaded with "sell."

Monday thru Friday 9:30 A. M.



"Berl Olswanger Show"

"The casual touch." That's the charm of the Berl Olswanger show. Flanked by the lovely Ol'Swingers, Berl mixes pop tunes by these three pert chicks, together with his inimitable piano interludes and the restrained Olswanger humor. It's a natural for easy listening and viewing.

Monday thru Friday 5 P. M.

WMCT

Memphis ONLY TV Station
WMC WMCF WMCT

National Representatives:
THE BRANHAM COMPANY

Owned and operated by
THE COMMERCIAL APPEAL

CHANNEL 5 • MEMPHIS
AFFILIATED WITH NBC

ALSO AFFILIATED WITH
CBS, ABC AND DUMONT



SLOWPOKES who arrived late for meeting sessions were fined one dollar. Here an Indianapolis man is paying off to Ellis Redden, Motorola's director of advertising.

distributing houses, reminding them of the program. A written commitment was sought from them. Third, a follow-up notice was sent to distributors from J. B. Anger, asking them to submit names of personnel who planned to attend.

Motorola regional managers followed up to obtain this information. Then a personal letter was mailed to each of the 650 participants at his home, giving him preliminary material, and a pre-conference assignment to digest and prepare an analytical report to bring to the meeting.

Distributors realized the value of these sessions and there was 100% response. All signed up members of their sales, advertising and promotional staffs to attend meetings. Motorola believes it has established a precedent, because to the company's knowledge no other company-sponsored training program has achieved 100% participation from distributors. In addition, more than half the distributors' principals themselves took the three-day courses.

Workshop methods included discussion groups which dealt with collective ideas, personal presentations by participants, problem assignments to be worked out, night reading assignments, and games which dramatized the significance of selling methods. The philosophy was to "learn by doing."

A special feature of the program, which gives it industry-wide stature, is that at each of the daily meetings there was one guest speaker. Many of the guests were drawn from among the officials of National Appliance and Radio Dealers Association (NARDA). On the first day of each program the guest speaker was a leading local banker or credit specialist who talked on finances, installment plans, etc. The guest on the second

SALES MANAGEMENT

A QUESTION FOR THE ADVERTISER USING NATIONAL MAGAZINES EXCLUSIVELY:

IS
"National" Rational?

FOR YOUR SALES IN NEWARK

The advertiser using "national" magazines exclusively is undoubtedly convinced that he is placing his advertising where it will do his retailers the most good.

Newark retailers like Bamberger's and Kresge's know different. They know that national magazine advertising can't be timed to their selling seasons or to their merchandising periods. They know it can't do a complete selling job for them because it reaches so few of their customers. In

Newark, for example, the leading national magazine reaches only 16% of the families . . . while the Locally-Edited Newark News Magazine has 54% coverage!

That's the "rational" answer . . . Magazine Advertising at the *Local Level*! Take your retailer's advice, test your next magazine schedule at the local level . . . in the fourteen markets served and sold by **LOCALLY-EDITED GRAVURE MAGAZINES.**

MAGAZINE
ADVERTISING
AT THE
LOCAL LEVEL

LOCALLY-EDITED GRAVURE MAGAZINES

TOTAL CIRCULATION OVER 3,500,000 COPIES WEEKLY

For more information about these 14 weekly newspaper gravure magazines contact one of the following representatives. The Branham Co., The John Budd Co., Cresmer & Woodward, Inc., Jann & Kelley, Inc., Kelly-Smith Co., Moloney, Regan & Schmitt, O'Mara & Ormsbee, Inc., Scolaro, Meeker & Scott, Inc., Story, Brooks & Finley, Inc.

Akron Beacon Journal
Atlanta Journal and Constitution
The Nashville Tennessean
Columbus Dispatch
Denver Post
Houston Chronicle
Newark News
Louisville Courier-Journal
Indianapolis Star
St. Louis Globe-Democrat
San Antonio Express
Columbia State
New Orleans Times-Picayune-States
Toledo Blade

Selling the Hardware Trade?

FOR LESS THAN 25¢
SELL YOUR PRODUCT
1000 TIMES A DAY

with
Imprinted
LISTO
MARKING PENCILS

©1952

LISTO PENCIL CORP., ALAMEDA, CALIFORNIA
In Canada: LISTO PRODUCTS, LTD., VANCOUVER, B. C.

HOW YOU CAN successfully close sales where others fail

John M. Wilson,
Vice President, Sales,
The National Cash
Register Company,
gives you the creative
techniques that win
sales in today's com-
petitive market.

Just Published



OPEN THE MIND AND CLOSE THE SALE

The Key to Success in Selling

256 pages, 33 illustrations, \$3.75

"Sell with a plan," says Wilson, "and put your-
self, not your prospect in control of the situation."

Wilson shows you
how to develop a
logical selling plan
and gives you a
brand new approach
to selling that places
every salesman in
the position of be-
ing his own man-
ager. His book
takes you every
step of the way
from the training
program, through
each step of the
presentation, han-
dling objections, an-
alyzing prospects,
to effectively plan-
ning each selling
day and developing
into a truly profes-
sional salesman.
Sponsored by the
National Sales Ex-
ecutives, Inc.

**10 DAY
FREE TRIAL**

McGraw-Hill Book Co., Inc.
330 W. 42, N.Y.C. 36

Send me Jack Wilson's **OPEN THE MIND AND
CLOSE THE SALE** for 10 days' examination on
approval. In 10 days I will remit \$3.75, plus few
cents for delivery, or return book postpaid. (We
pay for delivery if you remit with this coupon—
same return privilege.)

(Print)

Name

Address

City

Company

Position

Zone

State

BM-4-15

This offer applies in U.S. only

day was usually a reputable dealer who described the most successful promotion he had ever conducted. The third day's guest was another retailer who told the salesmen of the services he expects to receive in his relationship with wholesale sales counselors.

Each workshop conference was held as far from crowded public places as possible in each conference city. In Chicago, the men met in a small hotel on the city's west side, comfortably distant from the distractions of the Loop, and in Detroit they met at the Dearborn Inn.

Meeting places were chosen which had ample room at tables for as many as 72 men, and a stage large enough to hold a table with eight chairs, charts, a smaller table with three chairs, blackboards, rostrum, screen and whatever equipment was needed to conduct the meeting.

Note-Taking Made Easy

Round tables were used, each large enough to seat six men. Seating arrangements were rotated at each session to enable salesmen to get better acquainted. On the first day, as each man sat down in his designated place, he found before him an attractive ring-bound "Outline Notebook," an envelope containing working materials, notebooks and pencils and a printed assignment notebook on "Elements of Effective Group Meetings."

The Outline Notebook provided the men with an organized method of taking notes. Told by the meeting leader when to take notes, salesmen found ruled lines and "guide words" to direct them through all the meetings. After it was filled, it was a comprehensive study of everything covered.

Conference trainees were told: "Any salesman can perform the average routine services identified with the appliance distributing business. That kind of selling alone will not achieve the best results. What counts are the plus services which the alert salesman knows how to put into practice. Because you are a sales manager of a territory, you are much more than just a salesman—you are a merchandising counselor to all of your dealers."

While the retailer has a multitude of responsibilities, it was pointed out, and offers the distributor salesman an opportunity to help ease the problems, he should not inject himself into every phase of the dealer's private affairs. Rather, it is the salesman's job to offer constructive suggestions, es-

pecially where sales and promotional work are concerned. Ways and means of licking these problems constitute a large share of the three-day training. This helped to steer the train of thought in the meetings away from the concerted "family-gripe" sessions.

Although every session was one of mutual participation, company men led off by "placing the bait." This was usually done by presenting a merchandising or selling problem which applied to a real or an imaginary dealer's store. More often than not, one of the wholesalers in the audience posed a question and wanted an answer from the Motorola man on the platform. The latter neatly side-stepped by saying, "Somebody in the room has the answer." Seldom, if ever, was it necessary for the factory staff to supply direct answers to questions from the floor.

Is a good answer to a sales problem worth a silver dollar? It is to Motorola, for the coins flipped through the air with pleasant regularity during these sessions. Recipients were men who supplied intelligent answers to questions asked by fellow students. The moderator would ask the class, "Is that answer worth a silver dollar?"; applause signified acceptance.

"You'd be surprised how those silver dollars made things hum," say the Motorola people. Each student wanted to leave with a dollar in his change pocket.

Penalty for Late-Comers

A stunt to get men into their seats promptly at 8:30 a.m. provided much amusement to the class and effectively cured tardiness. A large fish-bowl was placed at the entrance to the meeting room. As the men walked through the hall they could hear the "Motorola T-V" theme song playing over the p.a. system, and knew that they must be inside the door before the two-minute record stopped. If they were late, they were required to put a dollar in the bowl, accompanied by their classmates' shouts of "A buck, boy, a buck!"

At the end of the third day, names were placed in the bowl and drawings were made for three prizes divided from the "tardy money."

Competitors' products entered the picture, too. Each table of six men was assigned a television set of a Motorola competitor. The No. 2 man at the table was required to give a five-minute presentation of the set's features, just as he would if he were attempting to sell it to a dealer. The men next presented the outstanding features of Motorola as compared

KANSAS LEADS ALL STATES IN FARM INCOME GAIN!

Kansas increase 33%
Average all states 1.5%

Billion-dollar income—\$1,391,908,000—is the amazing total that Kansans received from farm products in 1952! That's the **BIGGEST** farm income in the history of the state!—the sixth successive "over-a-billion" income year. When you average this out for individual farms, here's how it looks:

\$10,635 per farm, average! That means the average farm income in Kansas is more than twice

the national family average! That means Kansans have more money to spend on their farms, their homes, their families!

You can reach—and sell—more than 80 per cent of these well-to-do farm homes through **Kansas Farmer**, the leader of better farming and farm living for more than 75 years. **Kansas Farmer** has been selling so successfully that advertisers bought a total of 355,737 lines of display space in the last year—an increase of 8.4% over the year before! Let **Kansas Farmer** help you sell your product or service to this **BILLION-DOLLAR MARKET!**



Kansas Farmer

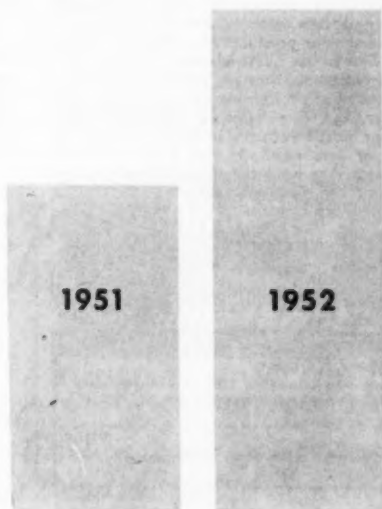
Editorial and Business Office—Topeka, Kansas
Published by Capper Publications
Largest Agricultural Press in the World

cash receipts from farm marketings by states* . . .

	1951	1952
California	2,711,253,000	2,807,318,000
Iowa	2,360,995,000	2,328,845,000
Texas	2,186,609,000	2,121,173,000
Illinois	2,027,926,000	1,999,361,000
KANSAS	1,047,416,000	1,391,908,000
Minnesota	1,287,034,000	1,300,656,000
Nebraska	1,153,822,000	1,159,857,000
Wisconsin	1,127,517,000	1,142,643,000
Missouri	1,160,372,000	1,132,590,000
Indiana	1,141,673,000	1,095,810,000
Ohio	1,069,871,000	1,072,509,000

Source: USDA, February 23, 1953

* Not Including Gov't Payments



In Akron DU PONT PAINT'S

CONSISTENT
ADS
IN
THE
BEACON
JOURNAL
ARE
REACHING . . .

99.5%

OF THE HOMES

There's no other medium or combination of media that offers so much for so little.

AKRON
BEACON JOURNAL

THERE'S SALES "MAGIC"

IN

STEREO PICTURES!



View-Master stereo color pictures will add a dynamic new selling dimension to the portrayal of your products and services! Salesmen like to use View-Master "come to life" pictures because they get and hold attention, because they're lightweight, compact, easy to carry and show. Sales managers like View-Master stereo pictures because they get results at low cost! If you have a selling problem, big or small, View-Master stereo pictures can help you solve it. Write for complete information.

VIEW-MASTER

STEREO SELLING PICTURES

© Sawyer's Inc.

SAWYER'S INC., Dept. SM
Portland 7, Oregon

Please send information about View-Master three dimension pictures for commercial use.

Company Name _____

Address _____

City _____ Zone _____ State _____

By _____ Position _____

with other TV sets. The six men at each table then boiled down information on competitive and Motorola sets, and returned to their territories with a better knowledge of the competitive situation.

Ideas which came to light at these meetings were worth much more than silver dollars to Motorola. As one executive put it, "A stenotypist recorded everything said at these meetings—information which will be a two-way benefit. These men went away with ideas they couldn't have stolen from each other, but there they were—arguing and spilling 'secrets' left and right." And the factory gained ideas from field experiences for utilization in future programs.

Great emphasis was placed on the "basic training" of newly-hired retail salesmen, and on how to conduct an effective sales meeting in the retailer's store. As "sales counselors," the wholesalers and their salesmen were told that this was a highly important factor in their profession.

Each man was furnished a check list of points to cover in the training of a new inside and outside salesman. Things to look for: attitude, knowledge, skill. Is he proud to be a salesman? Does he know about Motorola, its policies, its people? Does he know the complete Motorola line? Does he know the consumer benefits of each model? Has he seen each of the Motorola sales-technique training films? Does he know what problems you can help him with every time you call?

Sales Meeting Check List

Wholesalers and their salesmen are requested to ask themselves such questions as these when they plan a sales meeting inside the store:

Preparation: Have I devised an objective which permits the men to do something as a result of this meeting? Have I informed the dealer and the men to be sure they know what will be covered? Have I rehearsed?

Introduction: Do I tell them what they can expect to get out of this meeting? Do I "tell them what I'm going to tell them"?

Presentation: Do I tell them what they want to hear, rather than what I want to say?

Discussion: Have I planned to get some participation from the men? Am I prepared for the kinds of questions they will ask?

Assignment and summary: Do I have an assignment they can do, and will want to do? Incentives? Do I have a brief method for "telling them what I've told them"?

Also worth its weight in silver dollars is a fat folder containing about 25 separate aids for wholesaler salesmen. Designed to be taken home, it includes booklets on "How to Sell by Showing"; "Facts on Television Service"; "Competitive Claims Analysis"; "Step-Up Sales Tips for TV, Radio, Ham Sets, Portables, Auto Radios"; "Check List for Making Contacts Effective with Dealers"; a "Motorola Assignment Contest for Distributor Sales Counselors."

The last-mentioned item ties in with the company's theory to "keep in touch with the graduates." Each man was given a follow-up assignment which spread over a period of three months following completion of the course. Each man who completes the assignment, and carries out what he has learned at the workshop conference, becomes eligible for cash awards on local, regional and national levels.

Costs and Results

Motorola pays for all prizes, offering nationally a first prize of \$500, a second of \$300, and a third of \$200. Regional territory first prizes are \$200. Distributors also offer prize money for best results in their organizations.

In addition to the fat case history envelope and outline notebook, each man took home a photograph taken at the meeting, a diploma, suitable for framing, and a small memento from Motorola.

Total cost of the program to Motorola was approximately \$50,000, which included all rental expenses of hotel facilities, all materials used in the programs, the staff and meals.

Results were valuable from a human relations standpoint:

1. Motorola regional managers gained added stature in the esteem of their distributors and distributor salesmen.

2. They enabled regional managers to understand better the daily problems at retail level.

Anticipation of the necessity for more aggressive selling methods was a major reason that Motorola executives planned the workshop meetings. Robert W. Galvin, Motorola's executive vice-president, estimates that the industry as a whole will produce between 6½ and 7 million TV receivers in 1953. Motorola, Inc., sales in 1952 topped \$166 million, exceeding 1951 by approximately \$31 million. The company's sales in 1953 are expected to be in the neighborhood of \$225 million.

New Books for Marketing Men

Books reviewed or mentioned in this column are not available from SALES MANAGEMENT. Please order from your book store or direct from the publisher.

High Adventure in Advertising. By William A. Thomson. Published by The North River Press, 311 W. 43rd St., New York, N.Y. Price, \$3.00.

This is the story of how forward-looking newspapers organized and developed national advertising for the field as a whole. Today such national advertising is as familiar as a date line.

Selling Forces. By Donald M. Hobart and J. P. Wood. Published by The Ronald Press Co., 15 E. 26th St., New York, N.Y. Price, \$5.00.

If authority constitutes the makings of a successful book, this one is destined to be well-read. For Hobart is v-p and director of research, The Curtis Publishing Co., and Wood is chief, Information Section of the same company. They call their book "a primer of basic truths of selling and advertising in the U.S."—a tall order. But the writers have done well by it. They point up the place of selling in our economy, stress the need for new emphasis on selling as a profession.

Open the Mind and Close the Sale. By John M. Wilson. Published by McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., New York, 36, N.Y. Price, \$3.75.

Mr. Wilson has subtitled his book, "The Key to Success in Selling." And since he is v-p in charge of sales, National Cash Register Co., he speaks with some authority about his subject. The author has no "pet theories" on successful selling. But he does offer practical help on all phases of selling and his book constitutes a real training program. Author Wilson shows where to use the methods he describes, how to use them, and when.

Salesmen's Compensation, in two volumes. By Harry R. Tosdal, assisted by Waller Carson, Jr. Published by the Harvard Business School, Division of Research, Boston, 63, Mass. Price, \$11.50.

The well-known Professor Tosdal, who holds the chair of business administration at Harvard, has written what many authorities are beginning to consider the definitive work on the comprehensive subject of salesmen's compensation. Volume one covers principles and practice; volume two is a statistical survey. They were prepared on the basis of intensive and extensive examination of current practice on a national basis.

How to Sell Like a Star Salesman. By Harry Simmons. Published by Henry Holt and Co., 383 Madison Ave., New York, 17, N.Y. Price, \$3.95.

Mr. Simmons' last book was *Successful Sales Management*. His current one is, like its predecessor, full of sound advice on selling techniques. Long a teacher of top salespeople, Simmons has included in this book the ideas which have boosted his prominent pupils' sales performance.

SAN DIEGO IS BIGGER



MORE Sunny Shopping Days

Chicago	168
New York City	210
Detroit	179
Philadelphia	213
Cleveland	176
St. Louis	199
Baltimore	228
Houston	232
Des Moines	173

SAN DIEGO, CALIFORNIA 282



San Diego Union
and
EVENING TRIBUNE

REPRESENTED NATIONALLY BY THE
WEST-HOLLIDAY CO., INC.

Only with these two great newspapers do you get saturation coverage of the bigger, year 'round San Diego market!

How To Put Warmth and Friendliness Into Your Letters

No. 4: Getting Leads for Salesmen*

BY ROBERT E. SMALLWOOD

It costs \$63 a day to keep a salesman in the field. He averages three calls a day—\$21 a try. Now if these figures from General Electric's chemical division apply to *your* operation, that's pretty expensive selling . . . a big responsibility for a salesman to shoulder.

And when you break it down further, you find that this salesman can't do all the talking or command *all* his prospects' attention on those three calls a day. It's evident, isn't it, that he requires thoughtful assistance from the home office?

Yes, this is where a salesman needs a friend. He needs a man "back home" who will supplement and fortify a salesman's efforts with cordial, informative, *persistent* selling letters.

Missionary work? That's the letter man's job. New products . . . improvement in products . . . new uses and *new users*—all of these are "meat" for the letter writer. All should be utilized for the comforting aid of a hard-pressed salesman.

And this "back home" chap who's running interference for your sales force should *think* of himself as a salesman. He should realize that the same warmth and friendliness which make his salesman welcome also will make his letters welcome. He must understand that he is not making a one-time call. His letters, like old friends, must wear well. They can't be routine, cut and dried efforts that show no imagination and stir no prospect's imagination. They should, like the one below, have originality.

Dear Mr. Wilson:

The other day a fellow was around with a machine that added color to sound. But before he could deliver, they put him back in his padded cell.

*(This is the fourth of a group of articles on "How to Put Warmth and Friendliness into Your Letters." The first appeared in SALES MANAGEMENT for January 15, the second for February 15, the third for March 15. Another will appear May 20.—The Editors.)

Too bad too, because a gimmick like that is needed to dramatize the harm noise causes. By coloring it an appropriate red, you could see how noise strikes at your employees, causes tension, fatigue, and—worst of all—in-*efficiency* in your office. You'd see in a minute how Celotex Sound Conditioning would boost efficiency by 8.8%, save you \$58 a year per employee.*

It's true you can't see noise—but you can see results.

Compare your noisy office space with a Celotex Sound Conditioned office. On the next floor, or across the street, you'll probably find some of the 16 million feet of acoustical treatment that Jacobson & Co. has installed over the years. Or if it's more convenient, an experienced sales engineer can drop in with our portable noise meter, and let you check your own noise problem.

Material is on hand to start most jobs within 36 hours. We can usually be in and out of your office in one to three days.

The first step—let us analyze your noise problem. Get started by checking off the attached Reply Card.

Sincerely yours,

JACOBSON & CO., INC.

*Figures determined by a survey of a large employer. Booklet upon request.

Let's do a bit of contrasting. Here's an opening to a letter sent out on the letterhead of one of the nation's top 10 companies:

"Once again, Blank Company is pleased to be able to announce the addition of two new members to its rapidly-expanding family."

Where is the interest? What is there to make you—reluctant to begin with—want to read on? You can't

take reader interest for granted. It just isn't there, waiting eagerly for anything you send its way. You've got to woo it. For example, here's another opening, one used by Gibbs Corp. to interest prospects in heavy hauling equipment:

"If rains, mudholes and swamps mean you have to hold up production because you can't get logs where they can be milled, it's costing you money in king-size sums. And this money could be stacking up on the profit side of your business."

Which of those openings would get *your* interest? And how about these two paragraphs from an Onox, Inc., letter:

"The Persians have a saying: 'It's an exceptional woman who goes out of a man's life without banging the door.'"

"Now, we will step out of your life, softly, if you say so. But first let me say this: . . ."

The exterminator company could have taken a routine approach with "We are equipped to rid your place of pests." Instead they shocked the prospect to attention with "Every cockroach on your premises is there with your permission." And an insurance company uses imagination when it writes, "I want to talk to you about an old man you will someday be supporting. I want to talk to you about yourself."

The B. H. Lawson Associates are in an unusual business. They raise funds for churches. With their knowledge of human nature, their ability and agility with words, they could sell any sound product by mail. Suppose you were the pastor of a church that was badly in need of additional funds. Would you read this letter? Would it succeed in grasping and *holding* your attention?

Dear Father:

WERE YOU EVER IN HARVEY, NORTH DAKOTA?

This Letter Succeeded . . .

Gentlemen:

This advertisement of yours caught my eye today, because it shows a product that can be made more economically.

Now that's a hard statement for a salesman to back up, but look. We've been making wire mesh partition for over 35 years. We've gone into over 16,000 plants that make items all the way from women's girdles to the world's largest generators, and helped them all make more money from their particular operation. We've been selling our partition to the big ones like General Motors, International Harvester, General Electric, and to the little ones like the corner machine shop.

Big or small, girdles or generators, the majority of them have come up with savings. They've obtained a more efficient shop, obtained better control of tools, parts and materials, eliminated the "misplaced part" loss, made for better supervision.

How do we know they've saved money? Because they've been coming back for more. A few of our larger customers have spent over a half a million dollars on partition and that's an awful lot of partition. If you know anything about companies this size, you know that they are not noted for spending money foolishly. How much these partitions will save for you in your particular operation, I can't honestly guess, but if you're like 85% of our customers, you'll try them once, and come back for more.

You're faced today with the need for a more efficient plant. You must produce for less. And we have proved at least 16,000 times that we can help you do just that.

We'd like to send our catalog through for your information. If you'll just initial this letter and return it in the enclosed envelope—no postage required—we'll have it out by return mail, marked for your attention.

No obligation, of course. Just the hope that we can help you produce for less.

Yours very truly,
ACORN WIRE & IRON WORKS

. . . because

—it made sure it would get attention. One of the prospect's own ads was stapled to letter.

—it wasn't routine. It began with a challenging statement and then proceeded to back up its claim.

—it got down to cases. Names of users like General Motors, International Harvester and General Electric have tremendous sales impact.

—it was strong on continuity. The sales story was developed smoothly. It became stronger with every paragraph.

—it was interestingly written. It had originality of expression. Note, for example, the fourth paragraph.

—it called for action, and made that action easy to take.

Probably not. It's just a little town of 2,330 people. It has a Catholic parish with 250 families. We raised \$108,000 in that parish for a new church.

Maybe you've been in Pueblo, Colorado. We have. We raised \$479,000 there for a new Central Catholic High School, though the largest amount anyone ever had raised there before was \$179,000.

We wish this letter were a map with little flags on it—a map of the United States. It would show on those flags legends like these:

Andover, Mass.—\$1,130,000—new Catholic college; Louisville, Ky.—\$875,000—new Catholic hospital; Milwaukie, Ore.—\$98,000—new parish school; Great Falls, Mont.—\$442,000—new Catholic high school; Salt Lake City, Utah—\$212,000—new parish school.

There would be flags in 36 of the 48 states, and flags in Canada, too. Some states would have so many flags we'd have trouble crowding them in.

We'd like to see a flag in (name of prospect's town). We'd like to see a flag that indicates yours is one of the countless Catholic parishes for which we've raised necessary funds.

MAIL TODAY!

HAVE YOU READ THIS NEW FREE BOOK?



American Photocopy Equipment Co.
 2840 North Clark Street, Chicago 14, Ill. Dept. SM-43
 Please rush me, without obligation, your factual report on office copying. I understand this free booklet pictures and tells the complete Auto-Stat story and shows how I can use Apeco Auto-Stat in my office.

Name _____
 Firm _____
 Address _____
 City _____ Zone _____ State _____

DRY PHOTOCOPIES AUTOMATICALLY!



ALL ELECTRIC!

APECO *Systematic Auto-Stat*

ONE UNIT DOES IT ALL!

Makes photo-exact copies direct from original letters, forms, bids, contracts, invoices, catalog sheets, reports, blueprints.

Yes—now a dry photocopy from any original in less than 45 seconds without any additional equipment. The Apeco Systematic Auto-Stat prints, processes and dries automatically . . . copies are ready for instant use. It saves up to 80% on copying jobs. Eliminates costly re-typing, hand copying, checking or expensive outside copying service. It's fast—only 2 steps will make legally accepted prints from any original up to 11x17 inches—printed on one or two sides.

SO LOW COST

A complete Apeco Systematic Auto-Stat installation is priced well within the budget of even the smallest firms. Remarkably low operation cost, too!

Manufactured in the U.S.A. by
AMERICAN PHOTOCOPY EQUIPMENT COMPANY



EXPOSE!



PROCESS!



**COPIES
PEEL APART!**

Why not drop the enclosed postpaid card in the mail today, or phone us at Rockville Centre 6-0177? You have everything to gain, nothing to lose, by asking our advice. We'll give you our best counsel without cost or obligation, in your own rectory.

There never was a better time for raising money than today. Your parish can share in the tremendous disposable income which awaits you.

Most sincerely yours,
**B. H. LAWSON
 ASSOCIATES, INC.**

That is what is known as working at a sales letter. On rare and fortunate occasions a gem of a letter may slip off the ends of your fingers onto the keys of your typewriter. The rule, however, says your letter will be an honest reflection of the amount of thought you put into it. It's hard work, this being different. Perhaps that's the reason for so many dull letters. Maybe too many writers shy away from the mental exercise behind such letters as the one below:

Dear Mr. Mills:

If your dress department has pains, we have the remedy.

If your racks are suffering from an acute case of hanging dresses—we are the specialist to effect a cure.

The cure is Mynette. The specialist is The Gottfried Company. For the last 25 years we have devoted our full time to analyzing, studying, creating half-size dresses.

Nobody has the shivers here. The only thing we are breaking out with is a fever of re-orders. Mynettes are checking out fast. So fast that our only headache is working our shipping department around the clock. In fact, Mynette retailers report less than one-half of one percent markdown.

Our national advertising program in eight leading magazines is spreading the good word about Mynettes to every corner of the U. S. A. People in your area write us asking where to buy Mynettes.

You can chase the ills from your dress department with the largest selling half-size line in the country. If you are interested in talking things over with our sales specialist, fill out the enclosed postcard and return it to us. There are no obligations, of course.

2840 N. CLARK STREET
 CHICAGO 14, ILLINOIS

With Mynettes, the proof is in the profits — **GOOD HEALTHY PROFITS.**

Sincerely,
THE GOTTFRIED CO.

And here is how Scandinavian Airlines System uses an original approach to emphasize the importance of good service:

Dear Mr. Alvin:

Air cargo is like an iceberg, with only a small part showing, and a large part you don't see—the part that holds it up.

The part you see is the aircraft, flying your shipments.

The unseen remainder is service—service on the ground.

There is little difference between today's transport aircraft. But there can be a big difference in the service you get. Not much happens to cargo in flight. What happens, happens before flight, and after.

The difference to you lies in how promptly your shipment is picked up—how fast it is processed—how soon it is dispatched. It lies in making fast transfers, phoning advice of arrival, expediting in Customs.

SAS specializes in ground service. We make same-day pickups, book your shipments for specific departures, confirm connections by wire just as for passengers. SAS helps you meet letter-of-credit terms, arranges your insurance, solves Customs and Export-Control problems.

SAS makes sure the time you gain in the air is not lost on the ground.

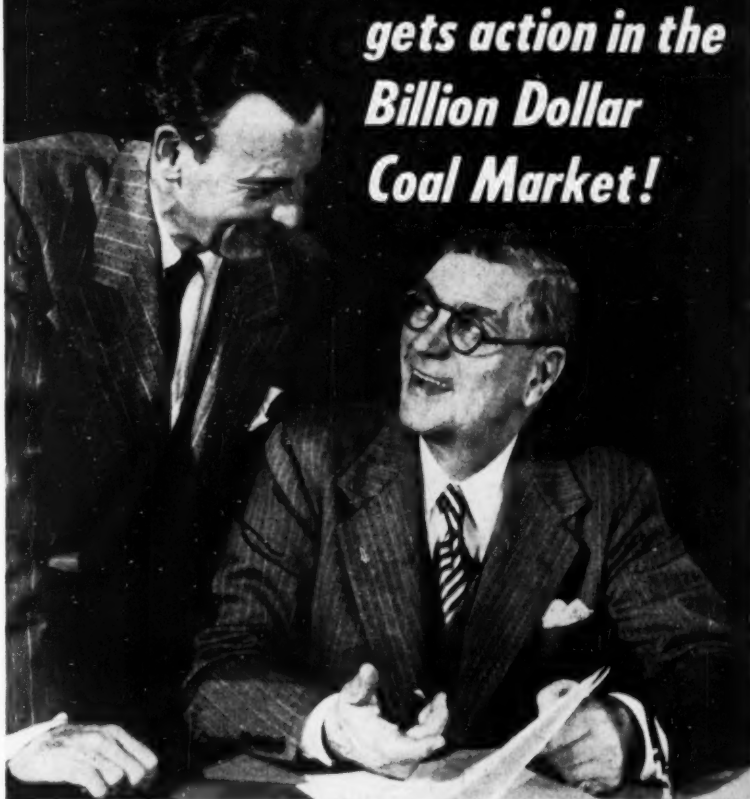
Yours very truly,

What is it that distinguishes these letters from routine sales appeals? Well, they are interesting—and how many of the letters which cross your desk have *that* priceless ingredient? Another thing they have in common is originality of expression. How often do you find this quality in sales letters? Finally—like all good letters—they pass the "AIDA" test: Attention, Interest, Desire and Action. You can imagine what it means to salesmen to have these letter writers working with and for them.

We've been talking about letters that ask for action. There's another type, a letter which sells, but doesn't seek or expect immediate results. It's the sales promotion letter, and it, too, can render timely and valuable assistance to a sales force. Won't you join us next month in reviewing a few particularly good specimens?

ADVERTISING

*gets action in the
Billion Dollar
Coal Market!*



Action — such as this — speaks louder than words . . . louder than the best copy a publisher can present:

"Noticed ad, wrote, completed a contract . . . for from \$10,000 to \$12,000."—*Coal Company*

"Wrote Hough 'Pay Loader' and bought two trucks."—*Coal Company*

"Purchased new equipment as result of items seen in MECHANIZATION."—*Coal & Mining Company*
"Bought plastic pipe."—*Coal & Dock Company*

"Bought a conveyor and changed blasting powder as a result of items in MECHANIZATION."—*Coal Company*

These and other comments prove the billion dollar coal market needs what it reads in MECHANIZATION.

MECHANIZATION penetrates the major coal mines accounting for 87% of coal output, and 95% of coal's purchases. More primary

buying influences read MECHANIZATION than any other coal magazine.* More coal-production men report MECHANIZATION as most useful or interesting. They welcome MECHANIZATION because of a vital interest in our editorial objective of mine-mechanization, increased preparation, and our month-to-month treatment of technical operations, efficiency, safety and new methods. To these we add on-the-spot analyses of Washington decisions, trends and regulations which affect coal.

The buying influence of these men — translated into action — explains why we published 1330 pages of display advertising in 1952, compared to 181 pages in 1938, first full year of publication.

To get action—and your share of coal's billion dollars in annual purchases, do what we do—reach more primary buying influences with MECHANIZATION.

* John Foadick & Associates Study

MECHANIZATION

The MAGAZINE of MODERN COAL

1120 MUNSEY BLDG.
WASHINGTON 4, D. C.
NEW YORK • CHICAGO
PITTSBURGH
SAN FRANCISCO
LOS ANGELES

NBP

LANDIS
WAYNESBORO

THREAD ENGINEERING DEVELOPMENTS FOR DEFENSE PRODUCTION

MACHINE CO.
PENNSYLVANIA • U.S.A.

Landmaco Machine Adapted for Threading U.S. Navy Rockets

A LANDMACO Threading Machine, through special tooling devised by our Engineering Department, was recently adapted for use by a well-known manufacturer for the precision threading of 5" Mark II Navy Rockets.

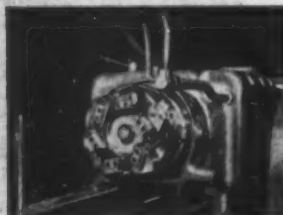
THE REQUIREMENTS:

Specifications required the generation of 4½" diameter 12-pitch threads on the rocket head. As a result of the design of the rocket this threading operation had been a trouble spot in the manufacturing process.

Concentricity limits had to be held between thread and the section of the workpiece projecting in front of the thread. It had been difficult to maintain the exact tolerances required. One of the problems arose from the fact that the diameter of the forepart of the projection was larger than the root diameter of the thread. Detailed engineering and engineering drawings of the rocket head are not available for security reasons.

THREADING EQUIPMENT USED:

Today precision threads are being cut on three rocket heads at high production rates, and the threads are held to close concentricity. A battery of three 2½" Single Head LANDMACO Leadcrew Threading Machines are used in the operations, each equipped with Special Tooling devised to meet the problems of this special job.

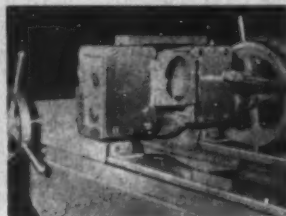


SPECIAL TOOLING:

1. *OVER LANCE Head.* This head features the use of six chucks, thus distributing the cutting strains over a larger number of threading tools. This results in a finer thread finish and longer tool life.

2. *Revolving-type centering pilot.* The core of each head is fitted with this pilot to maintain close concentricity. The

pilot is slightly tapered so that it fits over the front end of the rocket head. Then, before the work is gripped in the vise, it is engaged by the centering pilot while the head is



even. A relief between the start of the thread and the larger diameter of the projection provides the clearance necessary for the head to close.

3. *Interlocking Vise.* It is adjustable both vertically and horizontally. A metal tie is devised and bolted to the top of the vise as reinforcement to secure maximum strength and rigidity. The vise has round, serrated grips, provision-ground to insure uniform gripping surfaces.

4. *Remover blue head-wheel.* Reduces operator-fatigue to a minimum, provides slippage of the workpiece and facilitates its removal.

5. *Hand-operated stop-clamp.* This assures maximum chucking efficiency and uniformity of thread length. The work stop also eliminates the cause of the breakage in that it accurately positions the work axially in the vise to prevent the chucks from striking against work chockers.

This special adaptation of a standard LANDMACO Machine illustrates the utility of Landis Threading Equipment in the growing expansion of military production. Landis Engineers have helped many manufacturers, just as this one, with their problems in thread production by recommending the proper equipment, and process for the job, and by devising special tooling for the job's unusual requirements. Perhaps your current thread production problem may be solved as successfully as this.

LANDIS MACHINE COMPANY • WAYNESBORO-7, PENNA.

CASE HISTORIES make good industrial advertising copy. This one's from Steel.

Industrial Ad Trend— More Facts, Less Ballyhoo

Industrial sponsors of informative "editorial" type advertising in technical publications report a host of benefits not often attainable in "selfish" nuts-and-bolts display. Users employ the editorial method to . . .

1. Pre-inform customers in advance of salesman's call.
2. Shorten spread between introducing product and getting order.
3. Discuss several company products in a single advertisement.
4. Supply prospects with information they've requested in inquiries.
5. Attain greater and more attentive readership.
6. Establish quick identification through repetition of format.
7. Capture interest of technical researchers by reporting progress developments.
8. Open opportunity for salesmen to merchandise the advertising.

"Here is what this fellow did with our product. Does this suggest ways you can use it?"

There, nutshellled, is the object of the "editorial" advertisement, the page that appears to be a part of a technical publication's regular editorial fare, but which is purchased and written by an industrial advertiser. It is the advertisement that makes a sincere effort to offer readers sound, useable information, either in the form of newsworthy developments in the field, or through brief case histories of companies that have successfully used the advertiser's product in an imaginative, profitable way.

Simply put, the editorial advertisement is instructive and helpful, and may be of definite use to the reader in solving his own production problems.

The advertiser's object is, of course, to develop new customers and new applications for his product without resorting to boastful claims. Advertising copy is for the most part based on serious research and thoughtful interpretations of industry problems.

Most frequent users of editorial type advertising are companies whose products lose their identity in a manufacturing process. An advertiser who sells to the chemical processing industries, for example, is a logical editorial user. All editorial advertisements have one common characteristic: they carry an identifying headline (like a newspaper flag) which is pegged on "News," or "Bulletin," or "Topics," or "Data Sheet," or some other easily recognized trademark which immediately tells the reader—"I may learn something from this."

If you shop through magazines such as *Steel*, *Chemical Engineering*, *Industrial Distribution*, *The Iron Age*, *Materials and Methods*, *Power Engineering*, *Modern Plastics*, *Purchasing*, and *American Machinist*, you'll see a reasonable sampling of editorial advertisements.

Headings are usually a tip-off to the contents. Examples: "Reynolds Aluminum Reporter"; "Darco Digest" (Atlas Powder); "Lincoln Lubricant"; "Copper Alloy Bulletin" (Bridgeport Brass); "S-K Engineering News" (Schutte and Koerting); "Tool Steel Topics" (Bethlehem Steel); "Plastics Machinery Bulletin" (National Rubber Machinery); "Link-Belt Distributor News" (Link-Belt Co.); "Ryerson Steelgrams"; "Bulletin on Super Refractories" (Carborundum); "Alcoa Heat Exchanger News"; "U.S.I. Chemical News"; "Electromet Data Sheet" (Union Carbide and Carbon Corp.); "Production Pointers from Gisholt."

To get a close look at manage-

SALES MANAGEMENT

You can reach nearly **2**

out of every **3** families

in the top three markets with this **1** great buy!

And on a national basis, First 3 Markets Group delivers a highly profitable audience of 53% of all families living in 45 of the 162 major Metropolitan County Areas throughout the nation. These counties account for 25% of Total Retail sales, 23% of Drug sales, 27% of Food sales, 28% of Furniture and Appliance sales, and 36% of total U. S. Apparel sales. Increase your sales with this 1 great buy:



The group with the Sunday Punch

FIRST 3
MARKETS GROUP

New York Sunday News
Chicago Sunday Tribune
Philadelphia Sunday Inquirer

Rotogravure
Colorgravure

Picture Sections
Magazine Sections

New York 17, N. Y. News Building, 220 East 42nd Street, VAnDerbilt 6-4224
Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery Street, GArfield 1-7946
Los Angeles 17, Calif., 1127 Wilshire Boulevard, MIchigan 0259

MerCHAINdising GETS RESULTS!

DISPLAYS WIN PRAISE

48.4% gain for FAB

says N. A. Smeby
Cleve. District Mgr.
Colgate-Palmolive-
Peel Company



"Figures show a gain of 48.4% over normal movement, during the period the displays were set up in conjunction with your MerCHAINdising plan."

N. A. Smeby

MerCHAINdising IN ACTION BOOSTS SALES!

Many selling forces swing into action when you use this proved plan for your product:

- Powerful 50,000-watt WGAR tells and sells 4 million listeners in Northern Ohio;
- Two leading national grocery chains push sales;
- Exclusive displays appear in 191 stores for the week;
- WGAR stars appear at sales meetings & store promotions;
- Product news and pictures appear in WGAR's widely circulated merchandising magazine.

MerCHAINdising has boosted sales for more than 17 well-known products, and it can do it for you, too!

WGAR

THE SPOT FOR SPOT RADIO

Cleveland
30,000 watts

CBS

Eastern Office: at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

ment's appraisal of the editorial technique SALES MANAGEMENT asked prominent users to reveal specific benefits (or lack of them) they have found through use of the approach in publications which reach their prospects. Results indicate that vice-presidents-in-charge-of-sales and advertising managers are characteristically pleased with pulling power.

GISHOLT MACHINE CO.: "Production Pointers"

F. L. Chapman, Vice-President in Charge of Sales

"Production Pointers" appears in seven publications. Like many others, it is printed as an insert on brightly colored paper. "Here you obtain unbiased help on your turning problems . . . Gisholt's recommendations are made without prejudice for one type of machine over another."

Material is presented in narrative form as a series of illustrated articles.

"Our salesmen are capitalizing on such advertising," Chapman states, "wherever they have a customer who has a similar operation to perform, as written up in one of our little 'Production Pointer' articles, or who has a production problem to which similar machining procedures and general types of tooling can be advantageously applied."

He reports that no attempt to key advertising copy has been made.

What are company benefits? "The expectation of a somewhat larger and more attentive readership than given to our more conventional display advertising."

Gisholt has used the technique intermittently for the past 20 years.

Advice for others who may consider using the technique? "Take whatever pains are necessary to see that the title, 'Production Pointers,' or whatever the title may be, is lived up to in the material presented. I firmly believe that if we can actually make these messages informative and useful, readers will be inclined to look them over as they would any other valuable editorial feature or department in the publication."

And if the advertisement doesn't live up to the title? "Such a campaign might backfire," warns Chapman, "and actually react to our disadvantage if the readers expecting worth-while information were tricked into reading our story and found nothing but advertising ballyhoo falsely represented as informative reading matter." In that case, he says, a straightforward display advertisement which did not pretend to be anything else would make a better impression and entail no risk of re-

MerCHAINdising GETS RESULTS!

THEY EYE IT—BUY IT;

it's right up our alley!



says Russell Fulton
Cleveland Manager
7-Up Bottling Co.



"Your merCHAINdising program was right up our alley. It sold more 7-Up and helped create a finer relationship with our outlets."

Russell H. Fulton

WGAR Does the job!

Here's a powerful medium in a powerful market . . . a combination that means extra sales through the MerCHAINdising Plan.

MORE PEOPLE (4% million market)
MORE JOBS (651,000—new high)
MORE MONEY (\$7 billion income)

means more potential for you
to reach through WGAR—

MORE LISTENERS
MORE QUICKLY
MORE EFFECTIVELY

WGAR

THE SPOT FOR SPOT RADIO

Cleveland
30,000 watts

CBS

Eastern Office: at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

sentment on the part of readers.

ATLAS POWDER CO.: "Darco Digest"

James A. Gilruth, Director, Advertising & Sales Promotion

A new campaign to help solve this problem: The Darco Department, Atlas Powder Co., is faced with an unusual sales problem in the marketing of its activated carbon to the sugar refining and chemical processing industries. Darco is used as a de-colorizer and purifying agent and, although use of this and similar products is widespread, there is, says Gilruth, considerable ignorance regarding specific application and use of Darco.

"In order to overcome a sales problem that is in reality a production problem, editorial type advertisements are used in three sugar refining publications: *Sugar*; *El Mundo Azucarero*; *Boletin Azucarero Mexicano*; and, to reach the chemical processor, *Chemical Engineering*."

It is still too early to measure results, thinks Gilruth, but he believes that a continuation of these campaigns will develop new customers and new applications for the use of Darco activated carbon.

"We believe that every advertising campaign should have as its objective the solution of specific sales or merchandising problems," asserts Gilruth. "These two editorial campaigns directed to technical people, undertake to solve application, usage and production problems that are deterrent to the sale of activated carbon."

"We believe that the salesmen can merchandise their advertising more easily since they can present definite technical advertising material that, in many cases, provides the answer to production or application problems."

U. S. INDUSTRIAL CHEMICALS CO.: "U.S.I. Chemical News"

L. A. Keane, Vice-President in Charge of Sales

"Our 'blue-sheet' is scheduled for 1953 in eight leading journals which expose it to management, research, operating and buying levels of the principal industries we serve. This year marks the 21st year in which this technique has been employed as the major advertising effort for USI."

Keane believes the editorial approach "is an excellent answer to our problem of how to advertise a wide variety of chemicals, many of which are of standard specification, and most of which have a wide range of uses."



You're there
...with Zippo!

Angling for a man's attention? Give him a ZIPPO engraved with your company trade-mark. Then *you're there with ZIPPO*, right in front of his eyes, every time he lights a smoke. And you *stay there*, too, for years and years—for the man who gets a ZIPPO never wants to part with it. He finds ZIPPO never disappoints—always lights with a zip even in wind or rain. So wherever he goes, his ZIPPO goes with him. And *you're there with ZIPPO*—at surprisingly little cost. To see how little, send in the coupon.



Ideal for sales incentives, length of service awards, sales promotion premiums, business anniversary gifts.

FREE repair service—for life!

GET YOUR COPY
OF FREE BROCHURE!

ZIPPO
The One-Zip
Windproof Lighter

In Canada: ZIPPO Mfg. Co., Canada Ltd., Niagara Falls, Ontario. Prices slightly higher in Canada.

Zippo Manufacturing Company
Bradford, Pa. Dept. SM 34
Please send FREE brochure showing Zippo models.
Company.....
Address.....
City.....Zone.....State.....
Att'n:.....Title.....

What Is the Editorial Advertisement?

- It is a straightforward discussion of your customers' problems.
- It is factual and helpful; it tells "how," "why," "what."
- It takes note of industry-wide trends in production, applications, costs, new ideas, new products.
- It is often an insert, printed on special stock; in appearance and format it is consistent from issue to issue.
- It carries a standard identification mark to gain instant recognition.
- It is used by companies wishing to suggest more applications for their products.
- It is gaining wider recognition as a practical advertising technique in technical publications.

Through this method, Keane points out that USI can discuss several products in each issue, "but with an over-all accumulative recognition for USI as an important supplier of a variety of the readers' requirements. In addition," he says, "we also feature news about developments of other chemical companies which parallel our own, and in this way make the advertisements of real service and value even to other chemical companies who are in turn our customers for many of our products."

He reports that it is possible, through editorial advertising, to explore new uses and capture the interest of chemical research personnel by reporting on progress developments without formally announcing a specific product for specific uses.

How can salesmen merchandise "U.S.I. Chemical News"? In two concrete ways, notes Keane: "First, by helping to promote developments by our customers in which USI chemicals play a part; second, by supplying to prospective customers the information they have requested in their inquiries to 'U.S.I. Chemical News'."

He explains that a feature of the advertisement is a column of "Technical Developments" in which there are a few lines about a new development in the chemical industry. A code number is assigned to each item, for those who want to write for further information. "These inquiries are forwarded to the nearest USI sales office, together with information which helps answer the inquiry. The salesman thereby has an opportunity to make a service call on those inquiries coming from companies he wishes to cultivate."

As a result of keyed numbers, Keane can measure the response. "It is from these inquiries that we have discovered the accumulative effects of the technique," he says. "Inquiries

have been increasing almost every year. Many companies with research libraries include the 'blue-sheet' in their files, and many librarians consistently request source information on the various subjects."

One of the major assets of his company's technique, in Keane's opinion, is the unique paper stock and unique colored ink (dark-blue ink on light-blue insert paper) which has given the advertising recognition and attention "greater than the same information might receive in other formats. In fact," asserts Keane, "readership surveys of publications in which 'U.S.I. Chemical News' appeared, indicate a readership far greater than other advertising—and even greater than most of the editorial matter in the publication. The 'blue-sheet' has never failed in any readership study to more than double the average for other advertising."

BRIDGEPORT BRASS CO.: "Copper Alloy Bulletin"

Philip Davidson, Advertising Manager

"Copper Alloy Bulletins" were begun in 1937 and are appearing in 10 national technical publications—different bulletins for each of Bridgeport's four fields. "Each advertisement is carefully prepared through actual interviews with manufacturers and closely checked by our laboratory and research staffs," Davidson relates. He says the copy often supplements the editorial columns by supplying information on copper-base alloys. "Constant repetition of the same format gives us a high rating for visibility. We also receive an above-average readership rating."

Davidson states that a number of the company's customers seek Bulletin space and use a limited number of reprints for sales promotion work. He says it has obtained favorable recognition from product designers,

engineers, chemists, metallurgists and research men.

Reprints are mailed monthly to purchasing agents. Engineers and production men are reached through Bridgeport's sales force, which supplies the names. Davidson indicates that many readers save back issues and frequently route them to others.

"The preparation involves serious writing based on research and facts, rather than boastful claims," Davidson points out, "and, in our case, all copy is carefully reviewed by the customer whose products are illustrated—and by trained engineers and metallurgists—so that only facts are presented."

JOSEPH T. RYERSON & SON: "Ryerson Steelgrams"

Keith J. Evans, Advertising and Sales Promotion Manager

Here is the way "Steelgrams" sets the mood: "This bulletin is written to keep you abreast of the warehouse steel situation as we see it here at the Ryerson Co. We hope you will find this summary helpful in specifying, buying and working with steel."

Ryerson's object: "When we have no product or service to illustrate, but when we want to give information in which we believe users of steel will be interested, we often turn to editorial type advertising." And the company has been doing so for "more than 10 years."

Says Evans: "We believe that if the headline indicates that the copy will contain information the steel user wants and needs, he will read it, particularly if the headline is short enough so that he can get the idea quickly."

The salesman, Evans says, "like it." Why? Tear sheets of the advertisements give salesmen a talking point—a wedge—when they face prospects. Tear sheets answer prospects' questions about priority ratings, restrictions on metals, shortages, etc. A salesman can say, "Here is the materials outlook for next year, and here is what my company is doing about it to better serve you."

MONSANTO: "For Your Information"

William M. Russel, General Branch Manager, New York City

Monsanto's "For Your Information" sets the tempo for all editorial type advertisements by blandly stating its purpose at the top of the page: "Every month Monsanto publishes these pages of pertinent information. Here you will find suggestions and application ideas selected to help you

Mr. Frank Matthews
W.O.A.I.
San Antonio, Texas -
Dear Sir -

March 9, 1953

I have been a captain on American Airlines for the past twenty four years. For the past two years, if I am in the air, I always tune in on W.O.A.I. at ten p.m. for your news-cast. I have heard your broadcast between New York and Washington D.C.; New York and Chicago; San Francisco and Dallas, over the Grande Canyon; Los Angeles and Dallas, over Palm Springs Calif.; and Mexico City and Dallas, over Mexico City and Tampico -

it comes in clear. Saturday night I listened to your news-cast over the Grande Canyon, which came in strong and clear - This news is passed back to our passengers -

W.O.A.I. is truly a clear channel station. Hoping I have the pleasure of meeting you personally, I remain
Yours truly,

4407 Pershing St.
Ht Worth, Texas

A.R. Perkins
Captain, American Airlines

North, South, East, West
and in-between, too

WOAI and its 50,000 watt clear channel voice serve and sell.

WOAI is the most powerful advertising influence in the Great Southwest.

NBC
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

CLEAR CHANNEL 50,000 WATTS

WOAI
SAN ANTONIO

...not a "TEST" market!

"... no, sir, not at all. This is a **TESTED** market ... ready for distribution plans **NOW**. It's ideally situated to be the hub of our distribution to the whole area."

Yes, Oklahoma is tested and ready to become your Southwestern distribution center. Within overnight transportation distance, Oklahoma offers (1) 37 million people with (2) an annual income of over 50 billion dollars; and who buy goods from (3) 433,000 retail establishments to the tune of (4) 34 billion dollars every year!

Adequate warehousing facilities, intelligent, adaptable labor and fast, adequate transportation services complete the picture for low-cost, high efficiency distribution—from Oklahoma.

OKLAHOMA

Write—Carl Longman, Director
State Capital Bldg.
Oklahoma City, Okla.

For an accurate, confidential report on how Oklahoma's strategic location will meet your distribution needs, write immediately, giving details of your requirements. Your future is in Oklahoma! Come on in. The markets are fine!



improve your product, lower your production costs, increase your sales. More information will gladly be furnished on request."

Notice the "you" approach.

Says Russel: "It is our feeling that there is too much advertising overloaded with 'advertising happy talk,' especially in technical publications which, for certain, the reader is employing to obtain information."

In a recent edition of Monsanto's "For Your Information," the company discusses dozens of new chemicals recently made available to the industry. The chemical is named, its suggested use is set forth, and its availability made known. No "happy talk" here.

Can salesmen merchandise these advertisements? Monsanto furnishes salesmen monthly with an Advertising Sample Case which contains proofs of all advertisements published by the company during the month. Salesmen may, if they wish, mail these proofs to customers, or go to them directly with the kit. "We recently canvassed the salesmen," Russel discloses, "offering to supply them with additional proofs to merchandise in this way. They wanted more. In two or three product groups within the Organic Division we have regular programs for mailing reprints of advertisements."

Easing the Salesman's Way

In some cases Monsanto keys and coupons the advertisements. Results are encouraging, Russel discloses.

How do salesmen benefit? "We hope it serves to pre-inform our customers in advance of the salesman's call—so that it shortens the spread between introducing the product and getting the order." Is there proof? Says Russel: "One of last year's advertisements detailed the use of one of our corrosion-inhibiting products in a tanker test. Several tanker fleet operators were waiting for our salesmen when they came in the door—after reading the advertisement. One man reported having just written the salesman for more information at the time the salesman appeared." Monsanto has used editorial advertising for 10 years, and the inserts appear in "more than 25" publications.

What is the best type of editorial approach? "Nothing tops case histories," asserts Russel. "Anyone undertaking this sort of thing should have plenty of manpower to carry it out, and should figure about four attempts to get a case history will be failures for every one that works out. That would be par for the course."

...want to be

FIRST in sales?

Because the Oregonian is **FIRST IN RESULTS...**

FIRST IN RETAIL ADVERTISING

The Oregonian leads in 17 out of 26 major classifications; The Oregonian is first in...

Department Stores,	Toilet Goods &	Educational
Clothing Stores:	Beauty Shops	Musical Instruments
Men's	Furniture & Household	Stationers
Women's	Electric Appliances &	Sporting Goods
Men's & Women's	Supply	Heating & Plumbing
Shoe Stores:	Professional	Real Estate
Men's & Women's	Hotel & Restaurants	Book Stores

FIRST IN GENERAL ADVERTISING

The Oregonian leads in 18 out of 24 major classifications; The Oregonian is first in...

Toilet Requisites	Hotels & Resorts	Industrial
House Equipment &	Professional & Services	Amusements
Supply	Tobacco	Confections
Automotive	Radio & TV	Sporting Goods
Alcoholic Beverages	Publications	Transportation
Jewelry & Silverware	Financial	Agriculture
		Miscellaneous

FIRST IN CLASSIFIED ADVERTISING

FIRST IN CIRCULATION

FIRST in City Zone
FIRST in Retail Trading Zone
FIRST in Total Circulation

} **Both Daily
and Sunday**

For **YOUR** sales results,
place your advertising
in Portland's largest newspaper...

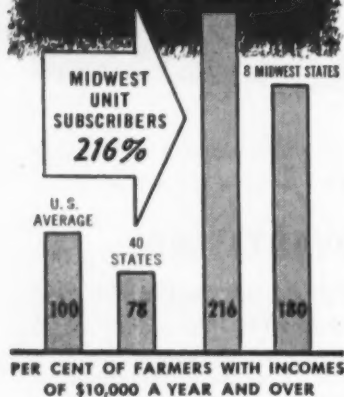
the Oregonian
PORTLAND, OREGON

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Advertising facts: Media Records, 1952

Circulation facts: ABC Publishers' Statements, Sept. 30, 1952

Compare BUYING POWER!



New U.S. Census Bureau Facts will sell you... and Help you SELL

Your sales potential is highest where farm income is highest. In the 8 Midwest states served by the Midwest Farm Paper Unit, farm incomes are more than twice the U. S. average. This fact is just one of many in the new special study by the U. S. Census Bureau that will simplify your farm sales problem. Write us for your copy.



Sales Offices: 250 Park Ave., New York 17 ...
59 East Madison St., Chicago 3 ... Rus Building,
San Francisco 4 ... 1324 Wilshire Blvd.,
Los Angeles 17 ... 505 N. Ervay Street, Dallas 1.

Shop Talk

When the Call-Report Says "No Sale"

The most practical way I know to improve our batting averages in selling is to develop a deeper respect for principle and to work more purposefully toward the application of sound principles in our daily sales routine.

The thing that bothers me most about the attitude of many salesmen is their indifference to the rule book and what's in it. Something in their ego keeps denying the necessity for constant reference to the A B C's. They seem to feel that conscious measurement of performance against the primer is an insult to their own intelligence.

Yet you can study the work-habits of baseball players, mechanical engineers, concert violinists, growers of prize strains of hybrid corn, or men of any other ilk who are accepted as authorities, and you will discover that their profound respect for and devotion to principle is a clearly distinguishing mark of their work. They never feel any sense of embarrassment in reaching back for the axiom and rating technique in the light of it. They subscribe whole-heartedly to the idea that no man, however skillful at his trade, ever gets beyond the need for review and practice. The fact is that nobody is an expert for keeps. You have to work like the very devil to maintain that status.

Show me a salesman who is moaning about unfair competition, or price-consciousness, or other "circumstances over which I have no control," and I'll wager a bucket of Coolidge dollars that the real reasons he's long on excuses and short on orders are to be found in any simple listing of the most common garden-varieties of mistakes in sales tactics.

Let's look at some of them:

1. We fail to gain a favorable hearing with a prospect because we make impromptu calls with no adequate pre-call preparation. We know so little about the prospect and his problems that we have no point of contact with his selfish interests.
2. We fail to cash in on initially favorable hearings from prospects because we do not have the patience properly to develop the intermediate steps in sales-building. We want to leap from "approach" to "order." Most sales do not come that way.
3. We fail to hold the attention of our prospects because we insist on doing too much gabbing and not enough showing. We do not do even the simplest things which will help the buyer to grasp meaning by reinforcing his auditory impression with visual impression. We do not look for and use the demonstration device which will make the buyer an actor in the sales process. The buyer is the passive hearer, not the active participant.
4. We fail to establish immediately in the mind of the prospect a deep respect for ourselves as individuals, and for the worth of the service we offer because we show too little pride of self and product. The wrinkled suit, the over-due shave, the disorderly portfolio or sample case, the dog-eared printed pieces: they're all invitations to the prospect to discount both the salesman and his wares.

5. We fail to capitalize on the prestige our advertising gives us. When the salesman and the company are unknown to the buyer, we can gain confidence more quickly if we're at least alert enough to carry a copy of *Steel*, or *Hospital Management*, or *Parade* or the *Times* to open at the page where our advertisement appears, and place before the engineer, the hospital administrator, the jobber or the dealer we seek to sell.

6. We fail to win the abiding friendship and trust of buyers because we are not alert enough to opportunities to offer occasional thoughtful services which often can be done with little time and effort, but which express an attitude of helpfulness on the part of the salesman.

7. We fail to win new accounts and to build small buyers into bigger buyers because we do not work out a clearly defined objective for every call. We are just making *calls*; we are not consciously building a *sale*.

8. We fail to arouse and hold attention and interest, especially on prospects we see regularly, because we do not strive for newness and idea-quality in what we have to say to them. Can you report to your buyer someone else's solution to a problem you know is confronting him? Can you clip and take to him an article from a business magazine which goes straight down the alley of one of his interests? Can you suggest sources for tools, materials, or services which would help him to meet some current need?

9. We fail to sell many prospects because we just haven't the patience to make the fourth or sixth or ninth call. We just do not remember that when we start from scratch—when our company name and our product are utterly unknown to the buyer—we must devote several calls, perhaps, to accomplishing a favorable introduction and to winning confidence. The selling process may not begin until the third or fourth call. We want an order before we've laid the proper groundwork for it.

10. We fail because we try to substitute pressure tactics for patient and convincing proof of value and demonstration of customer-benefits. People don't want to be *sold*; they want to *buy*.

11. We fail because we do not keep our eyes on the ball. We let the prospect push us off into detours of discussion about competition, or lure us into fruitless arguments. The time can be spent much more constructively if it is devoted to questioning to obtain a clear understanding of the buyer's problem, presentation of benefits our products can give him in relation to that problem, and the reasons our product is the right product of its kind to buy.

12. We fail to insure our own future market because we do not make enough post-sale calls. We do not investigate to find out how our products are performing. Are they being used correctly? Is the buyer enjoying the savings and satisfactions we promised to him? Is there any source of dissatisfaction which can and should be corrected?

* * *

There isn't a new idea in this list of common selling errors. They all go back to some accepted principle of salesmanship that has stood the test of years. Our troubles arise because we are just not nearly conscientious enough in applying them.

A. R. HAHN
Managing Editor.

you're talking to me!



...when you
TEST food
advertising in
ROANOKE

"And I'm the right person
to talk to.

"I'm the Purchasing Agent
for a growing family.

"We're just average folks . . .
but average folks do fine
these days! Steady wages,
a car, a home of our own . . .
we live like most people
in Roanoke."

That's why the 16-county
Roanoke trading area is an ideal
test market for food advertisers.
Peopled almost entirely with
good average families like this,
it gives you test results
that just can't help being accurate
and significant.

New Booklet: "Portrait of a Newspaper Market"
Gives you a "close-up"
of this industrially diver-
sified, mountain-isolated
market. Tells you just
what the ROANOKE news-
papers do to get your food
advertising maximum tie-
in support. Get your copy
FREE. Write, Sawyer,
Ferguson, Walker Co.,
60 East 42nd St., N. Y. 17
or



ROANOKE

TIMES AND WORLD-NEWS
ROANOKE • VIRGINIA



Sawyer • Ferguson • Walker Co.
National Representatives



"Bravo...but
you should see the new rooms
at the **SHERMAN**
in Chicago"

SMARTLY RESTYLED..
brilliantly designed...
1,500 new rooms now
ready to make your next
stay in Chicago
a memorable event.
1,500 new reasons...
you should always stay
at the Sherman...
Chicago's "personality" hotel.



World Famous Hotel
THE SHERMAN
Chicago

Frank W. Bering, Board Chairman • James A. Hart, Pres.
Pat Hoy, V. P. and General Manager

How to Manage a Run-a-Way Product

(continued from p. 25)

lar-and-under products, the chemical housewares industry has seldom seen anything catch on like Instant-Dip.

Who's behind Instant-Dip, and where did it come from? How did it gain recognition so quickly?

In 1946, Lewis Wessel and Alvin Meyer, in their late 20's, developed a portable liquid fire extinguisher called "Presto." In that year they organized Merlite Industries, Inc., to produce and sell the extinguisher on a house-to-house basis.

Lewis Wessel and Alvin Meyer did so well with their extinguishers that Lewis and Alvin (1) bought out the Terminal Barber Shop chain and (2) organized Salkova Metal Processing Co., New York City, where the fire extinguishers are produced, and where Instant-Dip is now made.

In 1951 Merlite set up Lewal Industries, Inc., specifically to discover and market new products, particularly chemical concoctions for the home.

In that year it happened that an internationally-known chess player, Dr. Edward Lasker (who is a graduate chemical engineer, Institute of Technology, Berlin) was about to embark on a European trip to challenge all comers in a chess tournament. Before he got away, Lewis and Alvin asked Lasker to look for new marketable products on the Continent—in between chess sessions. He brought back Instant-Dip, and became their technical consultant.

Instant-Dip had been selling quietly in Europe, where domestic labor is cheap and the demand for labor-saving devices is at low ebb. Lasker saw a better future for the product in the U.S. After all, in this country you have as much trouble finding domestic help as you do paying the help's wages. In the U.S. a sound labor-saving device would be in great demand, thought Lasker.

So did the Lewal boys. Lewal licensed the American rights to Instant-Dip from the Swedish inventor, Otto Seligman.

In December, 1951, *Reader's Digest* took note of what it believed was a discouraging trend in new, quick liquid cleaners. Most of them, the *Digest* said, are harmful; some "spectacular" cleaners are downright poisonous. Was Instant-Dip?

At this point Lew Wessel and Al Meyer became so busy with their various businesses that they brought their two brothers as partners into the Lewal operation.

They took the product to York Testing Laboratories, York Research Corp., Stamford, Conn., to find out. This is the self-same agency that produced the research upon which the *Digest's* 1951 condemnatory piece was based. York ran two tests to make sure. Result: OK, unqualifiedly.

Then other tests were made by *Parents' Magazine*, R. H. Macy's, Sears, Roebuck. Everybody came to



the same conclusion: completely harmless to both the metals on which it is used (silver, silver plate, gold) and to the person applying it.

Instant-Dip was turned over to Lewal Industries for marketing, merchandising and promotion. Harry Wessel, Jr., 32, took over as president and advertising manager, and Norman Meyer, 30, became vice-president. Lew Wessel and Al Meyer, both in their 30's, also became v-p's.

(It is Harry Wessel who seems to spark the whole Instant-Dip stragem. He literally hand-picked the original sales representatives, and carried out personal interviews with many of them. He asked advice from manufacturers who were in closely allied fields before he undertook negotiations.)

Where to now?

Wessel's Three Steps

After his initial demonstrations in New York City department stores, and his visits to resident buying offices, Harry Wessel was confident that Instant-Dip could be a bonanza—if he could get it into the proper outlets. First he'd have to demonstrate it; then promote it; then advertise it. And when customers asked for it, there had better be Instant-Dip in the retailers' stock.

Wessel figured it like this:

1. Try the New York market first.
2. Convince department stores that Instant-Dip, in volume, could be profitable if they could agree to co-operative advertising.
3. If Lewal talks in terms of guarantee-of-sales, department stores will be willing to listen. They'd permit in-store demonstrations.
4. To back department store sales efforts, enter into a separate, local advertising campaign.
5. If sales in department stores become brisk, go to independent, smaller New York area retail stores. Tell them what is happening to the cleaner at department store counters. Urge them to stock Instant-Dip.
6. If New York area sales become successful, appoint manufacturers' representatives in major cities throughout the country. Let them, in turn, convince department stores in their territories to stock and advertise it. Get as many buying offices to open as many Instant-Dip accounts in as many stores as possible.
7. If national distribution becomes reality, top off the pudding with national advertising. But keep local and cooperative advertising alive, no



Bach, Beethoven and the Boss!

... with Easier-to-Use

SoundScriber®

DICTATING EQUIPMENT



33 1/3
rpm

Thanks to SoundScriber, this salesman will listen to all three tonight. His prized recordings plus a pep message from the boss.

For SoundScriber alone offers a dictation disc that plays back on long-playing phonographs. One wafer-thin disc, no bigger than your palm, carries 15 full minutes of dictation, mails for a 3¢ stamp! Now you can conduct sales meetings, transmit confidential information or personal messages to traveling men with as much privacy as though they sat across your desk.

Like to know how this versatile, easy-to-use dictating equipment can make *your* field force even more efficient? Mail Coupon today!

Only SoundScriber Offers You:

1. Automatic On-the-Disc Indexing.
2. Two Arm Flexibility.
3. Mail-Chute Size Discs.
4. Lightest All-Purpose Machine.

The only dictation disc useable on long playing phonographs.

SEND TODAY

**SoundScriber Corp., Dept. SM-4
New Haven 4, Conn.**

Send sample disc and literature.

Name.....

Address.....

matter what. And always demonstrate.

You know what happened. In the past three months, full-page, two-color advertisements have been appearing in *Life*.

Although Instant-Dip was launched in April, most of the hard, face-to-face selling was done in mid-summer, a dull business time when most manufacturers would shudder at the very thought of introducing a new product. Yet, because department store sales were sluggish, most buyers were anxious to consider a product that might help to offset the midsummer slump. Instant-Dip looked good.

Just as Wessel had hoped, most department stores were willing to advertise cooperatively, and in the initial stages all advertising for Instant-Dip was done on a 50-50 basis.

As sales gained momentum in metropolitan New York, Wessel appointed Lawrence C. Gumbinner to serve as the agency. That was at summer's end, 1952. Shortly thereafter, beginning with full-page advertisements in New York dailies — *World-Telegram & Sun*, *Sunday News*, *The New York Times* and

the *Journal-American*—Instant-Dip went on an all-out advertising spree such as few household chemicals had ever had. By early fall every New York City TV channel had accepted Instant-Dip spots, and radio carried part of the story, too.

Lewal's agency prepared a promotional portfolio, showing illustrations and advertisements which had been paid for by the big department stores — Arnold Constable & Co., B. Altman, Stern Brothers, John Wanamaker, etc. Included were announcements of Instant-Dip's TV advertising schedules, and reproductions of hundreds of lines of publicity the cleaner had received. The smaller outlets were impressed with the presentation, and today 10,000 of these carry Instant-Dip.

By early fall New York City was thoroughly Instant-Dipped. Then, moving from one city to the next, Lewal wedged in with (1) co-op ads and (2) company-sponsored ads. The object was to hit hard and saturate each area. First came Chicago, then Philadelphia, Indianapolis and Los Angeles, etc. Latest city to get Dipped is Pittsburgh.

By December the trend was established. Sales had been increasing at

the rate of about 100,000 bottles per month.

Then *Reader's Digest* again published a story on household chemicals, and Instant-Dip got a national publicity break.

The silver cleaner was recommended as one of the best on the market. Wrote Executive Editor Kenneth Payne to President Wessel: "... A brief article ('Reader's Digest Report to Consumers') favorable to Instant-Dip is scheduled to appear in our January issue ... It will state that ... the American Hotel Association has approved Instant-Dip ... for use by the Association's 6,000 member hotels ... In order that you may take adequate steps to supply retail outlets, we think it desirable to inform you that this article may create a considerable demand for Instant-Dip ..."

It did.

Readers of *The New York Times*, January 13, saw a full-page advertisement that required a second look. Signed by Wessel, the advertisement publicly thanked the Gumbinner agency for having a hand in the phenomenal sales of the cleaner. Copy stated that Larry Gumbinner had told Wessel he was "crazy" to spend money patting the agency on the back. Gumbinner said, "Wessel, spend your money advertising Instant-Dip." But Wessel's public notice was a bit selfish, too; it got around to the product story of Instant-Dip.

Demonstrations!

What has keynoted the growth of the cleaner in Wessel's opinion? "Demonstration, demonstration, demonstration!" exclaims Wessel. "That, plus our solid backing of the retailer's own advertising." Even now Wessel is taking a \$70,000 point-of-purchase demonstration program to 200 or more leading department stores. Display racks are to be piled high with silverware ready for polishing. There'll be a truckful of displays and banners to call attention to demonstrations.

If Instant-Dip became a success overnight, might Wessel's market evaporate just as rapidly? What would happen to Lewal Industries if the bottom suddenly dropped out of the household chemical market?

Like seasoned household chemical manufacturers, Lewal Industries is introducing supplementary products to keep interest alive in Instant-Dip. For example, Wessel has brought out a 49-cent, chemically treated drying cloth for use with the cleaner.



Your ad

Stays on his desk for a month!

By 10 a.m. the average business man's wastebasket is a pitiful sight ... crammed with carefully phrased sales letters, expensive brochures and multi-colored broadsides ... most of them unread.

But Deskfinder Blotters *never* go into the wastebasket. Would you throw one away ... with its fresh attractive design, the convenient monthly calendar, and *your name* printed on the face? Of course not. And there would be many times during the month when you would see the advertising message on the reverse side.

Deskfinder Blotters are sold on a month to month basis—no contract is required. You can add or delete names each month, change your advertising copy monthly if you like, or cancel the service at any time. Send for free samples, prices, and examples of how Deskfinder Blotters build business.

WRITE OR
WIRE TODAY

THE DESKFINDER CO.
COSTA MESA, CALIFORNIA

The cloth can be used effectively, he says, as a drying-polishing agent with any silver cleaner on the market.

In addition, Lewal is now marketing Instant-Demoth, a liquid which is added to wash water when laundering woolens. The formula has been developed and approved by the U. S. Department of Agriculture. The Department's Bureau of Entomology and Plant Quarantine is planning an intensive educational program beginning April 18 (when Instant-Demoth will be available in normal market channels) to help housewives protect woolens.

Lewal plans to schedule its own advertising to tie in with the Bureau's campaign, which will include all media. Wessel expects Instant-Demoth to move about as fast as Instant-Dip has. The campaign will break just as housewives are beginning to put woolens into summer storage.

Right now Wessel is toying with the idea of building a trademark "which will become as important to Instant-Dip as Johnny is to Philip Morris." He's found a cloak of silver armor, put a male model inside, had a batch of publicity photographs taken. The idea is to get the silver

knight, "Sir Lewal," into circulation.

The Instant-Dip silver knight just happened to show up at New York City's ninth annual Antique Show, and his armor just happened to get a thorough Instant-Dipping by gal models who happened to be pretty. All this took place in front of a cameraman, who just happened to be available.

Times Square Spectacular

Now, in New York's Times Square, a giant lighted "spectacular" promotes Instant-Dip by flashing animations on a screen. Illustrations show how to clean silver with Instant-Dip.

Wessel knows of at least a dozen competitors in the quick-dip field, but he claims that his cleaner is the only one with national distribution. Most of the competitors are, Wessel believes, "bandwagon-hoppers" who will soon disappear.

But has competition slowed Instant-Dip sales? Wessel thinks not, points to Indianapolis as a test case. When competition moved into that city recently, Instant-Dip sales took a sharp climb. Why? Wessel

believes competitors helped to get buyers in a silver polish mood, and their exposure to Instant-Dip's national advertising and local cooperative advertising plan may have swung the sales to his product, rather than to competitors.

Lewal discovered a significant segment of the market almost by chance. Plenty of industrial uses of Instant-Dip are ready to be picked off. Restaurants and hotels now get Instant-Dip in outsize jugs; in the latter part of 1952 Lewal sold about \$60,000 to commercial accounts.

Of all marketing problems, which is the toughest for Wessel? "Bad representatives," he points out. Example: Lewal will not sell on consignment. Yet occasionally a hot-rod representative will sell on consignment without home office knowledge or OK.

Well, what makes Wessel happiest? "Sales," he asserts, "and sales of the right types, where, I know the retailer will properly be able to handle the merchandise he purchases."

There's still another factor in Wessel's marketing machinery: Neighborly talk over the backyard fence is selling a lot of Instant-Dip.



Give your men an even break when they move!

● Those salesmen or executives you are going to transfer . . . give them a break by having their household move carefully **Pre-Planned** by United Van Lines and moved in **Sanitized** vans.

When a United agent is on the job, your people can keep their minds on your work! That's because the efficient United team takes over and gets everybody settled happily, on schedule.

For details, just dial the nearby United agent, listed in your classified phone book. He is always prepared to serve you promptly.

Write for your United Rate Calculator to help determine moving costs. We will also send a helpful United Moving Kit.

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FOR YOUR PROTECTION



United VAN LINES, INC.

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OVER 400 AGENTS IN U. S. and CANADA
Headquarters—ST. LOUIS 17, MISSOURI

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Industrial sales rose in March to 25.0 billion dollars, or 12.9 billion in terms of 1939 prices, thus continuing the industrial expansion which began last Fall. The rate of gain will, however definitely taper off

from now on, judging from the lag in new orders reported in the current month. The failure of inventories to gain in recent months also suggests that the current industrial boom is limited.

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MARKET

WITHIN
A
MARKET...

HOW YOU CAN TEST
METROPOLITAN NEW YORK

FOR PENNIES.

Ask for complete details... also for
copies of THE BAYONNE TIMES
weekly grocery store inventories.

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THE BAYONNE TIMES
BAYONNE, NEW JERSEY

NATIONALLY
REPRESENTED BY BOGNER & MARTIN



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CENTRAL
FLORIDA

Where the Oranges Grow
Where the Cattle Graze
IS AN

ISLAND
MARKET

COVERED ONLY BY
ORLANDO SENTINEL-STAR
MORNING-EVENING-SUNDAY
ORLANDO, FLORIDA

Not Rep. BURKE, KUIPERS & MAHONEY

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about all-expense trips offered
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Young woman with wide experience in sales analysis, promotion, product testing, consumer panels, knows all phases of adv.: Production, Media, Copy, Research, Budgets and Agcy. Prefer Mid-West. Box 2957, Sales Management.

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SOUND FILM STRIPS
PRODUCED FOR YOUR FIRM BY
VIC HERMAN STUDIO PRODUCTIONS
15 WEST 44 STREET N.Y.C. 36, N.Y.



The Scratch Pad

BY T. HARRY THOMPSON

Springboard into Spring for feminine headgear by Stetson: "Perky in the straw."

Story on Bob Hope in *Look* had a pat title: "Gags and riches."

President of a school that teaches writing (Hear, hear!) sends me a letter in which he mentions "potential possibilities." Hmmm!

Many people of this generation think a hand-organ of the kind accompanied by a monkey is a "hurdi-gurdi." That was the so-called street-piano, sometimes carrying parakeets that drew your "fortune" out of a card-rack.

Paul McGeehan, PR man at Hamilton Watch, thinks that a title like "Assistant to the Director of Sales" might be shortened to "Brass Flunkey." Especially in brass-monkey weather, Paul.

My short-story efforts never seem to get beyond some unlikely title such as "Bathos in the Bath-House."

From the day of your birth
Till you ride in a hearse,
There's nothing so bad but
It might have been worse.
—*The Botanist.*

The door that led to the freezer in a frozen-food plant was always being left open, in spite of signs reading: "Please Shut Door." A new sign, however, got results: "Slam It, Damn It!"—*The Country Drummer.*

Dick Dickson says one of the best automobile-insurance policies is a Sunday-afternoon nap. But not at the wheel, Dick.

With a bottle-opener and a bottle-cap near by, this made a pat headline for a full-page newspaper ad on Schmidt's Beer: "Grand Opening."

Tup Way sends a slogan for a girle: "Less bounce to the ounce."

CELL-MATE: Pen pal.

Pertinent title on an odor-abatement article in *Du Pont Magazine*: "Sweetening industry's breath."

In the *Delaware Courier* for March 8, 1853, whiskey was quoted at 26 cents a gallon. A hundred years later, it looks like a typographical error.

SLUSH-FUND: Appropriation for snow-removal.

Motto for a tax-bureau: "Let us prey!"

Don Raihle says one of his agents reported he heard Citizen Harry at the piano singing: "Veep no more, Dear Alben."

Love hasn't changed much since cave-man days, it says here, except that diamonds have replaced clubs.

PEDESTRIAN: A person often in a run-down condition.

Something new has been added to tires (or, more accurately, taken away). Goodrich calls it "de-skidding." An ingenious machine rotates a tire slowly in a water-filled trough while three razor-sharp knives score the tread laterally every sixteenth of an inch. This gives a squeegie-action on wet or icy pavements, dissipates frictional heat like the fins

of a convector, adds to tire-life. Current charge for de-skidding, \$2.50 a tire and the spare for free.

Copy critique: "Add some lima beans to this and you'll have succotash."

Asks Joe Vlack: "In view of the treatment received by Messrs. Sprague and Wilson, should the Sprague Electric Co. and General Motors require all their employees to sell their U. S. bonds? Surely, they don't want employees owning stock in an organization with which they are doing business."

NIT—"You say he drank his way through college?"
WIT—"Well, they used to call him 'Orgy Porgie'."

TELEVISION: A med show with electric lights instead of kerosene lamps.

As that delightful character "Charlie Weaver" on the Dennis Day show might say, why do we say "red-letter day" when it's really a "red-number day"?

No, Tessie; I don't think Atlantic City's Hotel Dennis would go for your slogan: "See your Dennis twice a year."

Woodward Boyd says children are the original gimme pigs.

"Our world today is so full of written words that busy men and women can afford time for only the very best."—*James Michener.* All editors and staffers at SM will buy that, James.

I wrote the personable John Daly ("It's News to Me") that, being a smart cookie, he should say: "Here is \$20" and not "Here are \$20," unless they are dollar-bills or silver dollars. As this is written, John prefers his own faulty locution.

An appliance-store in Germantown, Pa., is operated by "The Beardless Smith Bros."

"Bank Robber Escapes," said a headline, and *Standard Time* quipped: "No arrest for the wary."

SALES MANAGEMENT



Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when *your* commercials come on... creative ingenuity.

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

172%

BPS PAINT SCORES

GAIN

IN MIDWEST DOLLAR VOLUME



Patterson-Sargent uses consumer-franchise plan to expand sales and increase dealer support

Prior to 1944, BPS promotion in the Chicago territory was concentrated in the smaller markets outside metropolitan Chicago.

Then Patterson-Sargent decided to go after a share of the big volume paint business in the Chicago metropolitan area. The bulk of the appropriation was placed in the Chicago Tribune during the first six years.

In 1949 the company began to make use of the Tribune's Selective Area zoned circulation feature, thru which each dealer enjoys virtually the full benefit of the advertising in his own neighborhood.

On the basis of results, the campaign in the following year was placed exclusively in the Tribune. Strong brand copy over dealers' names features BPS Flatlux and Satin-Lux paints along with the complete BPS line. The Tribune is today the only Chicago newspaper used by Patterson-Sargent.



DOLLAR SALES of BPS paint last year were up 172% over 1942 in four midwest states of the Patterson-Sargent Company's Chicago division.

Behind this record of progress is a 9-year advertising program in Chicago newspapers, based on the Chicago Tribune's consumer-franchise plan and placed exclusively in the Tribune since the end of 1949.

The sales gain scored by BPS is fresh proof that you can sell more in Chicago when you direct your advertising to the great basic market provided by readers of the Chicago Tribune.

Thru the Tribune's consumer-franchise plan, you can take advantage of today's changes in retail selling conditions, get greater immediate sales and a stronger market position.

Ask a Tribune representative to help you work out a plan thru which you can get best results from your advertising.

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TRIBUNE**

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